

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXVII.

NEW YORK, APRIL 28, 1909.

No. 4.

JACKASS SUBSCRIBERS

I suspect that I'm the only publisher in America who will publicly admit that he has five jackasses on his subscription list. Lots of them know it, but dare not say so.

I can say it because my jacks are of the four-legged variety, duly registered in the stud-book.

It came about in this way:

Down in Osceola, Mo., Walter Halliwell runs the Lime Kiln Ranch, the home of a bunch of good stallions and jacks.

Halliwell employs a good many farm hands, and like the good employer and good ranchman that he is, he seeks not only to get a full day's work out of them, but also and likewise to keep them right on matters agricultural.

Therefore, what could be more natural than that he should subscribe for several copies of the splendid agricultural monthly, *MISSOURI VALLEY FARMER*?

But here's Halliwell's letter, which tells its own story:

Enclosed find check for \$5. Send one copy of *Valley Farmer* to Roosevelt 12512, Kentucky Bright Eyes 4648, King Montrose 2nd 4282, Bill Finley 50357, Pride of Jerico 1906, all in care of Lime Kiln Ranch, Osceola, Mo. I have a large number of men on my ranch who all want to read *Valley Farmer*, but as they change so often I thought I would have five extra copies sent to "part of my family." I sent you a dollar some time ago to renew my own subscription. If this donation to what I think is the best paper ever published is worth an acknowledgment I would like to have it, and the head cook would like one of your *Valley Farmer* cook books. I would willingly pay \$10 a year for *Valley Farmer* if it was published once a week and contained the class of useful information it does as a monthly.—Walter S. Halliwell, Lime Kiln Ranch, Osceola, Mo., March 25, 1909.

The point is this:

This man Halliwell, hard-headed and sensible, is one of 250,000 good farmers who know

beyond all peradventure that the *MISSOURI VALLEY FARMER* is a living help to them in their daily work and daily life.

Don't you see a hint there for you?

Isn't a paper of that kind a pretty good vehicle to carry your message to a quarter million farmers' homes?

Of course it is.

That's sound reasoning and, more than that, it's logic backed by facts.

Several hundred of the most careful advertisers in America have tested out *MISSOURI VALLEY FARMER*, and know that it pays them.

How much money do you suppose these 250,000 farmers will spend in the next three months?

They won't spend a cent with you or for your products unless they know you and your products.

Tell them.

You can talk to them every month from now on until October for only \$1.00 per agate line.

I don't believe there is another agricultural paper in America that offers you such service at so low a rate:

Access to a quarter million farms and farm homes—peopled by men and women of the superior, thrifty sort—at \$1.00 per agate line.

Arthur Capper

Publisher.

Topeka, Kan., April 21, 1909.

P. S.—If you want detailed circulation by states or any other information apply to Marco Morrow, Director of Advertising, Topeka, Kan. J. C. Feeley, 1306 Flatiron Bldg., New York City. Justin E. Brown, 615 Hartford Bldg., Chicago, Ill. S. N. Spotts, 401 Century Bldg., Kansas City, Mo. W. T. Laing, 1012 N. Y. Life Bldg., Omaha, Neb.

REAL ADVERTISING

is that which so familiarizes a person with the name of an article that when the need arises that article suggests itself with the unconsciousness of breathing.

Every hour today that need is arising for some one; tomorrow for others; six months hence for still more. How then, can *all* these people be reached at the right time in the right way, effectively and persistently?

Through our system of Elevated, Subway and Street Car Advertising in Greater New York. Over One Hundred Millions of passengers a month! It is cheaper to talk to this tremendous number of money earning and money spending people than through any other resultful advertising medium. It has made a great many successes, and we know that it will make a great many more.

Ward & Gow
1 Union Square New York

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1896.

VOL. LXVII.

NEW YORK, APRIL 28, 1909.

No. 4.

HOW SHOULD A MANUFACTURER SELL—DIRECT, OR THROUGH DEALERS?

A CLEAR ANALYSIS OF THE CONDITIONS UNDER WHICH A MANUFACTURER SHOULD OR SHOULD NOT SELL HIS GOODS DIRECT TO THE CONSUMER—QUALITY AND LOW PRICE A MAIL ORDER ESSENTIAL—COST OF SELLING BY MAIL AND BY TRAVELING MEN COMPARED.

By William Thompson.
Vice-President and General Manager,
Kalamazoo Stove Company.

The distinctions between selling by mail and selling through the trade are now so well defined by the experience of those who have had an acquaintance with mail order selling that there should be no doubt as to what can be sold by mail and what should be sold through the trade. Excepting large mail order houses—which sell everything by mail—a manufacturer must determine very carefully in various ways whether or not the product he has for sale can be sold more profitably by mail than through the trade.

Large mail order houses are no more or less than large department stores, enabling those who may desire to buy in that manner, to purchase all kinds of goods in one store and at a price that must be lower than the same goods can be bought through the trade. The tendency at the present time is for the retailer to cut out the jobber. He realizes more fully every day that it is necessary for him to buy from first hands, so as to meet the demand made on him all the time for better goods at a lower price. With some exceptions the jobber is one of our commercial unnecessary evils, and sooner or

later the mail order concern will drive the jobber out of business more certainly than they will drive out the retailer.

The distinction between selling by mail and selling through the trade is that the mail order concern sells for cash only, and can afford to sell at a very close price. The manufacturer takes a risk in selling to the jobber, the jobber runs a risk in selling to the dealer and the dealer in turn runs a risk in selling to the consumer—all of which is eliminated by the mail order plan. The various kinds of business information given to the mail order buyer imparts knowledge to the buyer, enabling him to learn much more regarding the purchasing of goods than he ever knew before, unless he has had previous experience as a buyer. It is the desire of this company at all times to impress upon the buyer that his intellect and his judgment can be put to just as much use in his purchasing as that of the buyer of any mercantile house or manufacturing concern, and he becomes in a very short time well versed in various articles he must buy, and really knows more about what he wants, where he ought to get it and what he ought to pay for it, than the average merchant who does not study these conditions.

The mail order buyer is just as anxious to make a good bargain as is the retail man, and he is just as much entitled to that advantage as is the merchant. There does not seem to me to be any fundamental reason why every man who desires to buy something should not make every effort to buy that article for as little money as it is possible to pay for it.

A manufacturer should be glad to know either through his own

investigations, or through his own knowledge of the business, or through a thorough investigation with those who are able to give information, whether or not his business can be successfully conducted or changed into a mail order business. A great many articles cannot be sold individually through the mail with success. One of the reasons is that there is not enough saving in them to attract the attention of the buyer, and the amount they desire to buy would not be sufficient in volume or enough value in dollars and cents to make it any consideration to the buyer. I believe that flour, alabastine, baking powder, and other things of that kind cannot be successfully sold by mail—but we can buy a baby carriage, a pair of shoes, a dress, or furniture and a great many other things by mail with great satisfaction both to the buyer and to the seller. Stoves, furniture and other household articles of that kind can be sold by mail successfully because of the elimination of the jobber as well as the retailer in the transaction.

Many manufacturers should not go into the mail order business because, first, they do not care or desire to make the very best article of that kind that can be made—and to succeed in selling an individual article in any way, it must be made as near perfect and of the very best materials that money, experience and skill can procure. And many of them should not enter the mail order business because they have nothing that can be successfully sold in that manner, and also because they do not realize that it requires time to create business and to cause a demand for their articles.

Advertising is exactly like erecting a large building. The plans must be perfected, the foundation must be laid scientifically to stand the weight of the building and all the local conditions surrounding it, and then the building must be continued in the same manner. It is not possible to erect a large building without all these details being fully considered, and even after the building is erected it re-

quires some time to get it on a business basis, whether to be used for offices or for a manufacturing plant. And just so it is with advertising. People must become acquainted with advertising by the continued use of printers' ink, just as we become acquainted with men and women, gradually learning to know them well, with all their peculiarities, weaknesses and all their strength; and the advertiser must also realize that one reading of an advertisement is similar to the eating of one meal to keep one alive. Another advertisement must follow, and another and still another, and so on, until that advertisement has become so familiar to the reader and is impressed upon him in such a manner that he finally reads it whether or not it appears in a paper, but the eye in some way or another carries with it the advertisement that has made a good impression, and it seems to appear in many instances where it has never been printed.

A few years ago we printed our ad on one hundred and thirty billboards along every railroad running into Chicago. The greatest distance from Chicago that any one of these billboards appeared was fourteen miles. We have had a great many letters written on the stationery of the fast trains of different railroads, the writer requesting a catalog to be sent to him at some town in Iowa, Minnesota or Nebraska, saying "Please send me a catalogue. I have been reading your advertisements on the billboards ever since I left Jersey City, New York or Erin."

Another time a very prominent stove manufacturer told me that he had read our ad on every billboard between Chicago and Milwaukee and he thought they must be about five miles apart, and not one of them was beyond the fourteen mile limit.

At another time I was called upon to decide a bet between two business men as to how many billboards we had between Detroit and Chicago. One man wagered his money that we had billboards every five miles, and the other man every ten miles, and still the limit was fourteen miles from Chi-

Big National Weeklies

GRIT.

To win honorably and wear worthily the name of "America's Greatest Family Newspaper" is the achievement which has crowned a quarter of a century of ceaseless industry on the part of Grit. This distinction has come of the resolute effort to serve in season and out the interests of that large and important clientele represented by the residents of the small cities, towns and villages—the best type of the prosperous, progressive American citizen.

Its average circulation is over 240,000 copies a week. This means a million readers with each issue. Its great strength is in the smaller cities, towns and villages. It goes into the homes of more than 12,000 of them every week. Grit is the only one of its sort. No other publication in America is like it—none has imitated it with any measure of success. It has the widest of appeals to a reading public—newspaper, story paper and magazine, with departments of interest to every member of the family.

Prosperous people are the sort that like Grit—trades-people and wage-earners in the small towns—people who, while industrious and thrifty, take life calmly enough to enjoy it and find time to read deliberately and intelligently. With an unequalled family pull, Grit can't be beaten, if, indeed, it can be equaled as a mail order medium. Grit sells at five cents the copy, \$2.00 a year.

UTICA SATURDAY GLOBE.

More than 120,000 copies of the Utica Saturday Globe go weekly into as many prosperous homes of New York, Pennsylvania and the New England states. It is one of the beautifully printed and carefully edited papers of the country, and once it finds its way into a household, it usually continues as a weekly visitor. It has enough of fiction to add a relish to its budget of news. Its weekly cartoon on some important political event or situation is a feature of wide interest. The illustrations in the Globe are always timely and are the best printed anywhere. In fact, there is something in the Globe to interest every one, so it offers unusual advantages to the advertiser both in the largeness of his audience and the intelligence of his hearing. That is a combination that usually means results.

MEMPHIS COMMERCIAL APPEAL. (Weekly.)

The Commercial Appeal is one of the greatest weekly newspapers printed on the continent. It affords to the general advertiser his largest possible audience with the people of the rich and prosperous Southwest. It covers that great field like the proverbial blanket, and laps over in every direction. Thousands

of homes over that wide area never see any other paper than the Weekly Commercial Appeal. It suffices for their needs, and is their gospel. Much of its field is the great cotton belt, whose people are all prosperous, a large per cent. to the point of affluence. With the 80,000 copies that it circulates weekly, it reaches more possible buyers than any other medium in the South. Going directly into the homes, it has an audience approaching half a million. The Weekly Commercial Appeal is a top-liner on a number of mail order lists, and the general advertiser knows without being told that he cannot cover the Southwest without using it.

NATIONAL TRIBUNE.

With weekly circulation of more than 100,000, going into good homes all over the country, the National Tribune is a medium of splendid pulling power. As a result producer on mail order propositions, it is recognized generally by advertisers in these lines. The National Tribune is of a character that attracts a clientele peculiarly its own. It is a welcome, even an essential, visitor in every home where pension matters and stories and reminiscences of our wars, civil, Spanish and Philippine—are of interest. It is a source of satisfaction to old and young alike in the variety and quality of its interests. Recognizing this appeal to the homes, the leading mail order advertisers of the country are constant users of space in the National Tribune.

ELMIRA TELEGRAM.

A news policy adopted years ago, original in conception and enterprising in execution, is responsible for the unique position that the Elmira Telegram occupies in its field to-day, with more than 50,000 circulation of as high quality as can be found anywhere in the East. The Elmira Telegram on Sunday is practically the only local home paper in a majority of the cities and towns of Southern New York and Northern and Northeastern Pennsylvania. This large exclusive territory, it divides into sections and supplies each section with a separate and complete edition, covering the happenings of each as if it were published within the various cities. It gives to each city and town a comprehensive news service. Its social news from each is an attractive feature. The field in which its Sunday edition reigns supreme is populous and prosperous, and both in quantity and quality of circulation the Elmira Telegram offers an unusual medium to general and mail order advertisers, covering a score or more of good sized cities and towns at practically the price of one.

SMITH & BUDD CO.

Representatives
Tribune Bldg.
Chicago

Brunswick Bldg.
New York

Third Nat. Bank Bldg.
St. Louis,

ago. Now that same impression is carried all the time in the mind of the reader as far as a magazine or daily paper is concerned, or the mail order journal, or in fact anything in which an ad has appeared. It is always our desire to learn in what paper or from what advertisement the buyer was induced to send to us for our catalogue, and when they do not give us this information we ask for it. In many instances they state that our ad was read in some paper in which we have never advertised. We have also had people write us that they have been reading our ads for the last fifteen or twenty years—and we have only been in business since 1902.

As I said before, all methods and policies necessary for successful mail order selling should be first, last and all the time quality and a low price. It is the policy of this company to make stoves and ranges that cannot be excelled by any stove manufacturer in the United States if a hundred times more than our price was asked for the stove—and even then you will occasionally have a buyer who will kick or find fault. What causes them to do it is past one's understanding, but such things must be expected to follow not only the man who sells by mail but through the trade, and the business management must be fair and square even to the point of often being imposed upon rather than to have the purchaser disappointed.

I do not believe it will cost very much less money to sell goods of the average price that our goods sell at by mail than it would by traveling men; but I do believe we have a greater and more valued trade-mark or trade-name than any stove company in the United States because of the money we have spent for advertising. To have spent the same amount for traveling men would not have resulted nearly as profitably. If we should do business in the ordinary way and send a man to a town in which he made no sale, the chances are that 999 times out of 1,000 we will never hear from that town again. But we place an advertise-

ment in some periodical which reaches that town and is read by many people of that town (while the traveling man has only called on one or two parties) and, while we might not get any immediate returns from the ad, it is entering the homes of that town every day, week or month, and some time or another we will have requests for our catalogue. An advertisement is never forgotten, and the traveling man everybody tries to forget (with all due respect to him).

We can make and sell stoves to the user under our plan—and I believe other manufacturers can do the same—at less expense than is possible for the stove manufacturer doing business in the ordinary way, because he has to add every year new parts to his stove, must add "gewgaws and appendages" that do not improve the stove and add nothing to it excepting cost. In conclusion, I wish to say again that any practical manufacturer who has the ability to manufacture the goods he is making as cheap or perhaps cheaper than anybody else, and who has stick-to-itiveness, and who will be guided by a first-class, honest advertising agency, and will place his advertising in the right kind of periodicals, stick to it, keep everlastingly at it and never allow anybody to deter him from such intentions and desires—such a manufacturer will make a decided success of his business if it is an article that can successfully be sold by mail. Frequently, if his article can be sold by mail, he can make a greater success of his business and get a better price for his goods advertising them—if they are worth the advertising—than he could by simply depending upon the ordinary way of selling to the trade.

The *Home Herald*, formerly called the *Ram's Horn*, recently moved into its new building in Chicago. It covers 10,000 square feet of ground, and is seven stories high. The *Home Herald* has now 200,000 circulation scattered well over the country, and is now one of the leading religious weeklies of the country.

"The Distributor of the Great Southwest"

If you don't strike the right field, the most liberal and aggressive advertising will fall flat. The people to whom you appeal must have the "wherewithal."

If your article has merit and the people have the money to buy it, then you can count on advertising as a safe and profitable investment. In Kansas City we are having good times.

The farmers in this part of the country have been having such bumper crops in the last two or three years that the railroads have not been able to provide enough cars to haul the grain to market.

An advertiser can reach practically all the people of Kansas City through one paper:

The Kansas City Star

The prosperity of the farmer means the prosperity of the people of Kansas City. He comes here from all parts of the state to spend his surplus. If some of the large advertisers had any idea of the big possibilities of trade that are lying dormant here, they would not lose time in concentrating their efforts on this town. It don't take much money to accomplish something here. The people are responsive, because they've got the money and are anxious to spend it for good things.

Pretty nearly everybody in the town and its tributary territory reads it religiously. It has a circulation of 270,000, and the aggregate wealth of its readers amounts to billions.

It is easy to get some of this money, if you have the goods.

Alaska-Yukon-Pacific Exposition Opens June 1st at Seattle

It is going to be a great, practically managed, beautiful Exposition.

The buildings are nearly all finished now—it will absolutely open on the advertised date.

Seattle will be filled with millions of visitors during the Fair—visitors from Alaska, Canada, Hawaii and the Orient as well as from all the states.

The Exposition covers 250 acres, cost \$10,000,000, and \$50,000,000 worth of goods will be on exhibit. The Government is spending \$600,000 and has five buildings. The navies of many countries will assemble in the harbor. The whole Pacific country will attend in great numbers—most other expositions have been too many thousands of miles away to attend.

The Seattle Dail^{an}

S. C. BECKW

Sole For

SPEC

Represe

TRI

BUILDI

NEW YORK

--

--

--

--

Get Your Goods Established in Seattle and Be Ready for Big Business

Before the Exposition opens, and during its progress, Seattle offers a great chance to advertisers. Everybody will read

THE SEATTLE DAILY and SUNDAY TIMES

—the greatest papers of the Northwest—and no newspaper in the world can offer such a concentrated population of especially good prospects as will **THE TIMES**.

One issue of **THE TIMES** will reach absolutely the most prosperous class of people from all the Western States, from Alaska, from Canada, and Hawaii, and millions of dollars' worth of merchandise will be sold by Seattle merchants.

Half the people who will come to the Exposition will also buy and take home merchandise, because they live away from distribution centers.

Whose merchandise will they buy?

They will buy yours if you will advertise in **THE TIMES**—by far the most popular medium in the Northwest.

Gold Marks and Guarantee Star.

Pail and Sunday Times

SPECIAL AGENCY

TRI *representatives*

BUILDING

--:-- --:-- --:--

CHICAGO

SELLING COKE TO FARMERS BY ADVERTISING.

CHICAGO, ILL., April 10, 1909.
Editor of PRINTERS' INK:

I was very much interested in the article on selling steam coal in your last issue.

When you think of the innumerable hosts of coal dealers in this country and the little or insignificant advertising they do, it is interesting to know that Solvay Coke is being very brightly advertised by a Milwaukee concern.

Two thousand dealers in the Northwest are selling Solvay Coke, and the demand created by the newspaper advertising, being done by the live local dealers with electros furnished by the

20 Per Cent Saved

A saving of 20 per cent is a considerable item—one-fifth—it
 A big interest on your money.
 100,000 families have found that they can cut their fuel bills
 20 per cent and they are doing it every year.
 They are saving time, labor, but they save time,
 worry, strength and health by using the ideal fuel—Milwaukee
 Solvay Coke. This is a compound of the best materials patented
 Solvay process which removes practically all elements from
 the mixture of coke from which it is made, except the
 heat elements.

It is a concentrated fuel.

MILWAUKEE Solvay Coke

The housewife enjoys because it is clean—easy to handle—light in weight and because it is always dependable whenever used in cook stove, heater or furnace.

There is no better way to make a housekeeping expense—a quick, hot meal can be obtained in a few moments and kept as long as desired.

In view of its favorable reputation, unscrupulous fuel dealers have been offering inferior cokes stating that they were made by practically the same process as Milwaukee Solvay Coke. These dealers are offering a different and cheap imitation as Milwaukee Solvay itself.

Buyers should insist upon having the genuine.

2,000 dealers in the Northwest sell Milwaukee Solvay Coke
 —all sizes—and pure dealer, and write for interesting books
 of coal information.

PHOKANDS, BROWN & COMPANY
 Solvay-Alkali Blg., Milwaukee, Wis.

COPY IN FARM PAPERS.

company, and the large auxiliary campaign in the farm papers, should be a business-like hint to the backward concerns throughout the country.

I understand that the campaign in the farm papers has been particularly successful. The copy is particularly strong, and the farmers in large numbers have deserted regular coal and used coke. If farmers will heed advertising to such an extent as to radically change their fuel scheme, what is not possible with farm advertising. This campaign breaks entirely new ground, and is entirely argumentative. It isn't mail order pure and simple, and the objection to farm advertising sometimes made that farmers use advertising only for mail order propositions to cut out middlemen and save money, is answered very conclusively in this campaign, which sells through dealers. If coal can be sold through dealers to farmers, anything else handled by dealers can be advertised successfully.

PAUL DURLONG.

J. K. Parker is no longer connected with the *Alcolm Magazine*. Carlos W. Worcester is advertising manager.

ADVERTISING MANAGER FOR STANDARD OIL CO.

Frederick L. Perrine has been made advertising manager of the Standard Oil Company, with offices at 26 Broadway. Mr. Perrine has been secretary with the Public Service Commission until recently, and was at one time advertising manager for Sozodont.

FOLEY OPENS NEW YORK BRANCH,

The Richard A. Foley Advertising Agency, Philadelphia, has opened a New York office at 253 Broadway. This is a temporary office, it being the intention to open large quarters further up town in the fall.

The Foley Agency, which has made a success of its Philadelphia work and is gradually acquiring general accounts, proposes to devote the larger part of its energies to general business from now on. As a move in this direction, it has secured as New York manager, the services of William E. Heim, for seventeen years identified with the A. R. Elliott Agency, New York. Copy and art department, as well as a large part of the clerical work, will be handled in the Philadelphia office.

PRIZE WINNER READS PRINTERS' INK.

CHICAGO, April 12, 1909.
Editor of PRINTERS' INK:

I hasten to acknowledge your courteous letter enclosing first prize draft for the business-building plan recently submitted to the United Hardware & Supply Co.

Speaking of my being a reader of PRINTERS' INK, it may interest you to know that the valuable little magazine has been coming to my desk regularly since the fall of 1896. Needless to say, it is one of the advertising publications that I cannot get along without.

D. D. COOKE.

LATIN TRADE-MARKS.

FIRST NATIONAL BANK,
 MONTGOMERY, ALA., April 16, 1909.
Editor of PRINTERS' INK:

Speaking of Latin trade-marks and catch phrases, here is one that might cause Dr. Gildersleeve to look twice: J. C. Lewis, an Alabama contractor, puts besides his name "Probo, No publico." C. S. CHILTON, JR.

The Birmingham, Ala., business men have organized a league with 251 members, and are advertising their city.

Francis L. Wurzburg will hereafter have entire charge of the advertising department of the Style Books.

A VILLAGE A DAY!

1,500 New Readers Every Twenty-four Hours. That is what the

PEOPLE'S
POPULAR
MONTHLY

OF DES MOINES, IOWA

is doing in building circulation. Every twenty-four hours it goes into three hundred more prosperous, American homes. This means that this live, western magazine is adding 1,500 to its reading public every twenty-four hours. Now 260,000 for \$1.00 a line.

If not fully acquainted with the magazine, write for sample copy and advertising rates to the

People's Popular Monthly
DES MOINES, IOWA

A BIG PERPETUAL SHERIFF'S SALE BY MAIL.

A UNIQUE MAIL ORDER CONCERN WHICH HAS IN A FEW YEARS BECOME ONE OF THE LARGEST ADVERTISERS IN THE MAIL ORDER FIELD—SELLING USED MERCHANDISE TO FARMERS.

By G. Albert Strauss.

Those who read the mail order papers and study mail order advertising must often have been curious to know the story behind the invariably predominant ads of the Chicago House-Wrecking Company. Full pages and back covers have been the rule with this concern, which is the only institution of its kind in the world. It sells lumber and machinery, supplies and merchandise, furniture, and everything else imaginable down to chairs, bolts, wire and nails.

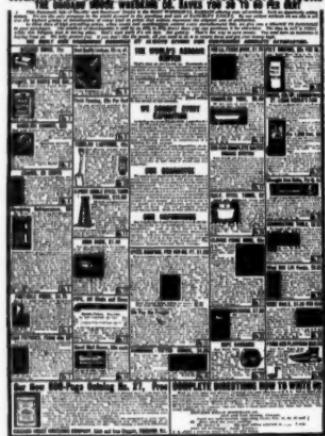
Sixteen years ago this concern was not in existence, and to-day it does a business of some millions of dollars annually, with a capital stock and surplus of \$350,000. It has a unique origin, having been started before the World's Fair with the idea of selling the materials left in the dismantling of the great Chicago World's Fair. How they disposed of the enormous quantities of material left from that exposition is the first chapter of their history. Millions of dollars' worth of materials were sold with great dispatch, and subsequently the same thing was done to the Trans-Mississippi Fair at Omaha in 1901, and later for the Pan-American at Buffalo.

A still greater task confronted them when the contract for the dismantling of the Louisiana Purchase Exposition at St. Louis was secured. Absolutely everything connected with the exposition—\$50,000,000 worth of material was used in the St. Louis Fair—came into their possession, "everything just as it was," says the company; "the trees, the flowers, the shrubbery, the fish in the lagoons, the gondolas, the street railways, the

furniture, building, and office equipments." How to dispose of these goods was solved by advertising. Farm papers were immediately selected as having the greatest possibilities for sales. In ten years, starting with a monthly appropriation of \$50 for advertising, their space has increased from fourteen lines to full pages, and from a few mediums to practically every mail order or farm medium of any value. Over \$150,000 is now annually appropriated for advertising.

However, World's Fairs are not daily occurrences, and the success of the company in selling used materials persuaded them to find other sources. At present wrecking expositions is but a minor

Mammoth Sale of Sheriffs' and Receivers' Stocks



side line, and the chief source of merchandise is now job stocks from sheriffs' and receivers' sales. The psychological secret of the success of this concern lies in the appeal to the bargain instinct which brings crowds to any sheriff's sale. Building material, machinery, electrical apparatus, household goods, furniture and furnishings, roofing material, plumbing supplies, and practically everything needed on the farm, in

the home or the workshop is now sold by mail. A 500-page catalogue is issued, and the merchandise sold is absolutely guaranteed, or money refunded. A plant covering seventeen acres of ground is located in Chicago where this merchandise is prepared for consumers' use. The daily mail received by this concern averages 5,000 letters and requires over 110 stenographers to take care of it. Its daily shipments average from 20 to 25 carloads, and it is in a fair way to becoming one of the three largest mail order concerns in Chicago.

It has often since amused the officers of this concern when they recall their original annual expenditure of \$50 for advertising, and their misgivings as to even this paying. One of the developments in the business is the inclination to use larger space. Says M. Rothschild, general manager, "We were surprised to find that the cost per reply for large copy averaged much less than it did on a smaller sized copy. During 1907 and 1908, over 100 full pages in various agricultural mediums of a better class were used. We find that page space gives us an individuality far greater than we can obtain by the use of the same amount of space split up into smaller copy. The fact that this is not a general experience is, however, quite evident, as there are any number of large advertisers who work on exactly the reverse principles, but we have no hesitancy in hoisting our flag in favor of the supremacy of large copy. The best proof of this is in the vast increase of our business during the past two years. We can say without hesitation that we use more space than any other advertiser in America."

"ART OF FINANCIERING,"

Showing how business men may raise capital for business projects without recourse to brokers or promoters.

Valuable Booklet Free.

BUSINESS AND FINANCE PUB. CO.,
119 Nassau St., New York.

Again Leads in Resort Advertising

During the three months of 1909 ending March 31, 1909,

The Chicago Record - Herald

carried a total of 53,200 agate lines of Resort Advertising, a gain of

18,115 Agate Lines

over the corresponding period in 1908, and

24,029 Agate Lines

more than was carried during the same months by its nearest competitor.

During this period The Chicago Record-Herald carried more resort advertising than all other Chicago newspapers combined. The reason for The Record-Herald's pre-eminence is simply this:

IT REACHES THE RIGHT PEOPLE

THE White Christ

BY
HALL CAINE

The most powerful serial of the year

Also stories by

**A. CONAN DOYLE
AND
W. W. JACOBS**

in the MAY Number of the

STRAND MAGAZINE

Of all Newsdealers
15 cents a copy \$1.50 year

From Chicago Examiner, April 19th

Why Does The Chicago Tribune Refuse to Give a Circulation Statement?

A Matter of Live Interest to Every Advertiser is Found in the Regal Shoe Telegram and Its Proper Interpretation

In its issue of April 14th the Chicago Tribune published a page advertisement in which two telegrams were reproduced.

One was a request from the advertising agents of the Regal Shoe Company for a circulation statement.

The other was a refusal from the Tribune. It was one of the most adroit replies that could have been given to evade the point, but at the same time it contained the most impudent assertions ever made by a newspaper to support a weak proposition:

"We would not make a circulation statement to anybody for any amount of business."

"Circulation statements mean nothing."

"The Tribune prints more advertising than any other morning paper."

"Circulation statements would not make the advertising pay better."

Thus does the Tribune deny the value of that which is the very foundation of newspaper advertising and which forms the basis for every legitimate paper's rate.

Why?

Because the Tribune cannot show a circulation consistent with its rates.

It makes its claim for advertising solely on its "prestige" and its age. It seeks to capitalize its past reputation, not its present value to the advertiser.

No one realizes more than do the publishers of the Tribune that the big circulation of the one-cent paper is

steadily drawing to itself the advertising patronage of those merchants who demand facts and refuse to be deceived by empty talk.

After all its strenuous refusals to show what it gives the advertiser, the Tribune prints this—in black-face type, that all may read:

"There is no mystery about the Chicago Tribune's circulation. Our circulation books, subscription books, paper bills, ink bills, postage bills, advertising books and contracts (no secrets here) are open to all legitimate inquirers. Come and investigate for yourself."

Contradictory, but we hope sincere. We now offer this proposition to the publishers of the Tribune:

We Will Give \$1,000.00 to the Tribune

Or to Any Person or Institution It May Name,

Simply on This Condition:

That it will permit a licensed accountant, selected by any Chicago merchant and approved by the Examiner to investigate its circulation records, on behalf of the newspaper advertisers of Chicago.

The merchants of Chicago certainly are legitimate inquirers.

Our proposition is fair.

Will the Tribune accept?

(OVER)

Let the Advertising Columns Tell the Story

Here is a record which anyone may verify. Perhaps it suggests a reason why the Tribune dodges the question of circulation.

Since January 1, 1909, the Tribune shows a LOSS of **7.01** columns of display advertising, as compared with the amount carried for the corresponding period of 1908.

By the same comparison the Examiner shows a GAIN of **865.06** columns. (All advertising in special editions has been deducted in the above comparison.)

For the first 15 days of this month the Tribune shows a LOSS of **28.51** columns as compared with the first half of April, 1908.

The Examiner shows a GAIN of **210.34** columns.

And remember that the Tribune is nearly 60 years old while the Examiner has been published as an independent newspaper for only three years.

The big home circulation of the Examiner, which is greater than that of the Tribune and Record-Herald combined, has proved to Chicago advertisers that it is the paper of *to-day*, the paper with the big circulation that brings results.

—The Chicago Examiner

Chicago Examiner Circulation

The circulation of the **Daily Examiner** is over **173,000**, of which over **90,000** are delivered direct to homes in Chicago by carrier.

The **Examiner's** city circulation, including carrier delivery, is greater than that of the Tribune and Record-Herald combined.

The circulation of the **Sunday Examiner** exceeds **628,000**, of which over **220,000** are sold in Chicago alone.

More copies of the **Sunday Examiner** are sold than are printed of all other Chicago Sunday newspapers.

Detailed sworn statements of circulation upon application, showing not alone the total circulation, but actual distribution as well.

Every facility will be given at any time to the Association of American Advertisers or any responsible advertiser to make a thorough investigation as to the circulation of the **Examiner**.

The Chicago Examiner

Eastern Office, 239 Broadway, New York

THE PACIFIC COAST'S BIG ADVERTISING MARKET.

FIGURES AND FACTS PROVING THE PRIME OPPORTUNITY FOR ADVERTISERS IN THE WEALTHY PACIFIC STATES—TEMPERAMENTAL RECEP-TIVENESS TO ADVERTISING—RAPID GROWTH AND BIG NEAR-FUTURE PROSPECTS.

Out on the Pacific Coast they are somewhat cynical about the interest of the East in the Golden West. Easterners have for years been slow to enthuse over the Pacific Coast.

But the mass of testimony in fact and figure is scarcely to be ignored any more. Eastern capitalists who have gone to California, thinking to peep out of the car window at "the sights," have gotten off the train, dug down into their pockets—and put all the cash they could spare into California land, and gone away lifelong rooters for California—if they haven't brought their families out to live there permanently.

Similar things have occurred in Oregon and Washington. Eastern tourists have discovered the truth of what Pacific Coast people have so long preached—that the Pacific Coast is most richly blessed with almost everything that mortals could ask: Climate, scenery, natural resources, opportunities for development and profit, freedom from tradition and every other requisite providing excuse for a great deal of enthusiasm.

The Pacific Coast can truly be called the land of advertising. Actually a greater amount of advertising is carried by both the Los Angeles and the Seattle newspapers than any other newspapers in the country. Probably a greater percentage of Pacific Coast people believe in advertising and practice it and read it than anywhere else. Real estate and community advertising is almost universal there. One Coast advertising agency has made 3,177 plates in a year or more for the farm papers for Pacific advertisers. California spent \$6,264,532 for

newspaper and periodical advertising in 1905, or twice as much as in 1900. This is \$3.86 for every inhabitant, which is a higher percentage than any other State in the Union spends, except New York.

As a result, advertising of every kind has unusual success on the Pacific Coast. Most of the people have themselves succeeded by advertising of some sort, and the habit of responding to it has become fixed. There is hardly a board of trade or a Pacific Coast county which is not advertising vigorously.

Many Eastern advertisers are establishing special distributing offices on the Coast, and still others are establishing branch factories to save overland freight. Newspaper advertising campaigns on the Pacific Coast, to work up demand enough to establish a branch on a paying basis, have almost invariably succeeded, and one by one the Eastern advertisers' products are being established on the Coast as solidly as in the East, through the medium of the newspapers and magazines.

There are in the three Pacific Coast states 8,814 grocery and general stores, 1,680 drug stores, 880 drygoods stores and 1,231 hardware stores, of which California has over half.

There is a daily newspaper circulation in the far Western states of 1,353,149; weeklies, 1,755,153; monthlies, 1,128,358.

A steady stream of people have gone west and settled in the Pacific States, until the population is to-day as follows:

California—Total population, 1,735,500; of which 679,300 is rural, 147,400 is semi-urban, 274,900 in cities of from 4,000 to 25,000, 118,990 in cities of from 25,000 to 100,000, and 515,000 in cities of 100,000 and over.

Oregon—An entire population of 503,600, of which 253,200 is rural, 69,400 semi-urban, 38,000 in towns of 4,000 to 25,000, and 143,000 in cities of 100,000 and over.

Washington—An entire population of 669,000, of which 302,900 is rural, 92,100 is semi-urban, 68,700 of which is in towns of 4,000 to

25,000, 91,300 in cities of 25,000 to 100,000, and 114,000 in cities of over 100,000.

The percentage of population in the three Pacific States which is urban is 43 per cent, while the percentage which is rural is 45 per cent. The percentage of illiteracy in the Pacific Coast States is extremely small—only 3.7 per cent.

The enormous wealth of the Pacific Coast States is evident in their bank deposits. California has the unique distinction of having more wealth in bank deposits per capita than any other State outside of New York. The banks of California have on deposit for the people of that State the sum of \$619,429,315, or a per capita of \$532. Oregon has on deposit \$61,992,594, a per capita of \$186. Washington has on deposit \$87,427,578, a per capita of \$205. Outside of New York the nearest State in the Union which has so large a per capita amount of bank deposit is Rhode Island and Massachusetts, with \$487 and \$471 respectively.

The total wealth of all classes of people in the Pacific Coast States is proportionately large, and has shown very heavy increase. Stated in millions of dollars, the total wealth of California in 1904 was 4,115; in 1909 it was 5,012—a per capita of \$2,888. Oregon in 1904 had \$852,000,000 of total wealth, and in 1909 has \$1,071,000,000—a per capita of \$2,127.

Washington in 1904 had a total wealth of \$1,052,000,000. In 1909 it has increased to \$1,322,000,000—a per capita of \$1,976. The average per capita wealth in the three Pacific Coast States is \$2,333.

One of the interesting evidences of exceptional prosperity and progressiveness on the Pacific Coast lies in the improvement of public wagon roads and the building of electric and street car lines. California has 19 per cent of its roads improved, which is larger than any other State in the country, excepting four.

California has 2,032 miles of electric railways, which is more than that of any other state in the country, excepting six East-

THE STANDARD PAPER FOR BUSINESS STATIONERY—"LOOK FOR THE WATER-MARK"

Any letter that is worth careful wording is worthy of fine paper.

Any letter that carries a hope ought to be on paper that wins a welcome. Any letter that pleads a chance for your goods or services demands a paper which makes friends with the reader's eyes and his sense of quality.

OLD HAMPSHIRE BOND

is the business paper that does business. It is the proper finish for a well-built reason. The finish is the first thing seen. It has the convincing look, which is half the battle.

That it pays always to use OLD HAMPSHIRE BOND for commercial stationery is the testimony of prudent business men. Prove this for yourself—let us give you the OLD HAMPSHIRE BOND Book of Specimens. It contains suggestive specimens of letterheads and other business forms, printed, lithographed and engraved on white and fourteen colors of OLD HAMPSHIRE BOND.

Hampshire Paper Co.

Only paper makers in the world
making bond paper exclusively

SOUTH HADLEY FALLS MASSACHUSETTS



MADE "A LITTLE BETTER THAN SEEMS NECESSARY"—"LOOK FOR THE WATER-MARK"



SAN FRANCISCO JUST AFTER HER CATASTROPHE.

ern states. The value of these electric roads to advertisers is very significant, since it brings a greater percentage of population close to distributing points. The three Pacific Coast States have also a larger percentage of home owners than any other state in the country. This is true of all the eleven far Western states, which have a percentage of 34.8 of homes owned free of encumbrance. Even the far Eastern states are at least a third behind the Pacific Coast states in this respect.

Again, the Pacific Western states have a larger average annual farm income than any other section of the country—\$1,108, the nearest to which is that of the North Central states, with an annual farm income of \$892. Similarly, although the Western states are not known as manufacturing states, factory employees have a larger average annual income than any other part of the country—\$556, the nearest to which are the New England states with \$459.

San Francisco is unique in this respect, also that it has a larger percentage of people employed than any of the fourteen other largest cities in the United States—56.7 per cent, the nearest to which is Boston with 55.3 per cent. The wage earners in San Francisco and Los Angeles also earn a larger annual wage than in any other cities in the United States—\$651 and \$680, respectively—excepting Denver, with \$694.

The wages paid annually by California amount to \$64,656,686; by Oregon, \$11,443,512; by Washington, \$30,087,287—a total for the Coast states of \$1c6,187,485. The Coast states have a capital of \$423,623,370 employed and produce annually \$551,565,284 worth of goods.

California, it is needless to say, has had a remarkable history of prosperity. This is especially true of Southern California. In 1870 Los Angeles had but 6,000 population—now it has 300,000. The government has appropriated \$400,000,000 for the improvement of its harbors, and a large trade is being worked up with Hawaii, which annually imports \$18,000,000 worth of goods from the Pacific Coast. This export trade not only with Hawaii but with the Orient is an extremely large and valuable source of wealth to the Pacific Coast. From the San Francisco harbor last year \$28,000,000 worth of exports were shipped; and from Puget Sound, \$44,032,767.

The completion of the Panama Canal will bring a tremendous tide of prosperity to the Pacific Coast. Already the bank clearings on the Pacific Coast are very large. San Francisco in 1907 cleared \$2,299,411,061, ranking sixth.

No city on earth has ever exhibited such spirit and energy under overwhelming catastrophe as has San Francisco. Practically destroyed by fire and earthquake but little more than two years ago, it is up and at it again as

if n
656;
have
which
the
stroy
thing

In
impo
clea
tant
Ang
San
Jose

O
of t
asse
and
in 1
ton,
prac
near
annu
state

T
Ang
yea
Calif
their
load
plea
day
345,
from
Ang
000,

C
in p
peas
ries
ron
wal



EXACTLY THE SAME LOCALITY TWO YEARS LATER

if nothing had occurred. \$131,656,533 worth of building permits have been issued since the fire, which is one-fourth more than the value of the buildings destroyed, and trade is booming, money can be borrowed and big things are being planned.

In the order of their financial importance, according to bank clearing figures, the other important California points follow: Los Angeles, Oakland, Sacramento, San Diego, Fresno, Stockton, San Jose.

Of course, the mining products of the Pacific states are a large asset. The total value of gold and silver produced by California in 1907 was \$17,902,900; Washington, \$317,700. As Alaska brings practically all her gold to Seattle, nearly \$20,000,000 are thus brought annually to the Northern Pacific states.

The bank clearances of Los Angeles increased more than \$525,000,000 in the past twenty-five years. Los Angeles and Southern California get great wealth from their fruit. Shipments of 150 car-loads of celery, oranges and apples are made to the East every day. It is expected that about 32,500 cars of oranges will go East from California this season. Los Angeles manufactures yearly \$60,000,000 worth of products.

California excels all other states in production of barley, asparagus, peas, peaches, plums, prunes, cherries, grapes, oranges, lemons, citrons, olives, figs, almonds, English walnuts. California produces 21.5

per cent of all fruits in the country. California produces 117,935,727 pounds of dried fruits.

Los Angeles county last year shows an increase in assessed valuation of nearly \$23,000 over 1907. The year's increased valuation for the whole state was \$100,000,000. In the next two years it is estimated that there will be expended in Southern California \$120,000,000 for building and other projects.

Until recently Seattle, Wash., has not been given credit for its great wealth and progress and natural advantages. In a way that is a great record of achievement, Seattle is fighting a commercial battle for traffic, to make good its boast that it will be the "Liverpool of the Pacific." During 1908 its bank clearings were \$429,499,000. Its bank deposits \$64,000,000; its post-office receipts \$760,000; its foreign exports \$21,390,000; and its property valued for assessment at \$175,000,000. Recently the Chicago, Milwaukee & Puget Sound Railway was completed, which immediately greatly increased the traffic and prosperity of Seattle. The city's traffic with the Orient and Alaska alone amounts to a great deal of money. It is one of the great terminal points of the Trans-Continental railway systems which connect with the steamship lines running to Canada, Alaska, South America and the splendid possibilities of Asiatic ports. Its drydock is the largest on the Pacific Coast, the only government one large enough to receive a battleship. Its popula-

tion has increased from 80,000 in 1900 to 270,000 in 1908. Its bank deposits in ten years increased from \$7,000,000 to \$64,000,000. The United States Assay Office has handled 381 tons of gold worth \$775,000,000 in ten years. The products of its tributary country have a market close to \$200,000,000 a year, in addition to millions going into railroads and other development work.

Long ago Tacoma was known as a "city of beautiful homes," and it still lives up to this reputation. It has 200 miles of street cars and a population of 107,500. It has 411 manufacturing plants, employing nearly 12,000 people, with a monthly payroll of \$730,000 and a manufacturing output of nearly \$44,000,000. Its lumber concerns last year cut 528,000,000 feet of lumber. It milled flour and cereals totalling 260,450 tons. During 1908, 1,129 new residences were built, costing \$1,510,671.

The Tacoma bank clearings last year were \$216,992,439. It has a deep, capacious harbor, from which steamers go to many ports. Exports by water for 1908 amounted to \$24,634,727. Eight hundred and fifty-seven deep-sea vessels arrived in the harbor last year, and 849 departed. The Chicago, Milwaukee & Puget Sound Railway is putting up a huge terminal there.

Portland, Ore., is one of the greatest prosperity points on the Pacific Coast. Oregon leads all other states in timber wealth; she produces half the hops used in the United States, holds second place for sheep and wool, and for fruit holds the world's record at high prices. Oregon commands the trade of the two most important commercial rivers west of the Mississippi, and Portland is situated at their mouth.

Portland is the largest lumber port in the world, the chief wheat port of the Pacific Coast, and led all the United States cities in the percentage of increase in building permits in 1907. An annual wholesale business of \$205,000,000 is done at Portland, and a 30 per cent increase in manufacturing output occurred last year.

The Alaska-Yukon-Pacific Exposition, which begins in June, is going to bring a great many Eastern people West, many of them permanently. The Fair is expected to be the most beautiful of all world's fairs. Millions of flowers will be in bloom, and \$605,000 has been spent in buildings, many of which are to be permanent.

The Exposition covers 250 acres and has cost \$10,000,000. Seattle people subscribed \$650,000 in a single day, and later took \$350,000 worth of bonds in two days. It is expected that 50,000,000 people will visit Seattle during the summer.

Spokane is the prosperous hub of a large inland empire in Washington, with a rapidly growing population already past 65,000. Within two hours' ride from it are timber, granite, marble, brick, stone, terra-cotta, and metals in abundance. Besides being the center of a great wheat-raising section, Spokane is the principal commercial mining center between the Cascades and the Rocky Mountains.

The strong *esprit de corps* existing among the Pacific Coast people is illustrated by the fact that a number of very good magazines are published solely for the far Western States. The *Pacific Monthly* is perhaps the best of these. The *Overland Monthly*, *Sunset* and the *Argonaut* (weekly) have a strong following.

Robert Frothingham, advertising manager of *Everybody's* magazine, is taking a well-earned three months' vacation abroad. On April 29th he and Mrs. Frothingham will sail for Naples, and will return from England the latter part of August.

During his absence his chair will be occupied by William R. Emery, manager of *Everybody's* Western office. This is a recognition of the services of Mr. Emery, who has been in charge of the magazine's history, and has been a strong factor in its struggles and triumphs.

H. M. Horr, advertising manager of the American Multigraph Company, Cleveland, has resigned to become advertising manager for the Oakland Chemical Company, New York, makers of Dioxygen.

The Marvelous Pacific Coast in The World's Work

IT IS a marvelous story of achievement that **The World's Work** will tell in a big special number devoted to the Pacific Coast. At the moment dramatic interest is given to that story by the Alaska-Yukon-Pacific Exposition at Seattle. But the Pacific Coast is much bigger and broader than this exposition, important and full of significance as it is. Of course, the exposition will be fully described both by pictures and text—but looming behind the interesting exhibits at Seattle is “The Marvelous Pacific Coast,” a veritable land of promise, and that is the stupendous exhibit of great things done and of greater things just ahead which **The World's Work** will describe and bear on its printed pages into every civilized country of the globe.

An Appraisal of the Pacific Coast

THE editors of **THE WORLD'S WORK** believe that the greatest service the magazine can render the Pacific Coast will be by making this Special Number an appraisal of its resources and its opportunities. The East and other parts of the world have sometimes said that the Pacific Coast was over-rated and over-boomed. The best possible answer will be an appraisal as to what the Coast has in resources and what it is doing to develop them; this is the answer, which this number will make in an impressive and authoritative way. The one compelling idea of unity running throughout the number will be that of appraisal—what are the resources, actual and potential, of California, of Oregon, of Washington, of the “Inland Empire” and of the Pacific Coast in Canada. This appraisal will be made graphic and interesting—not a balance sheet, but a human document of tremendous significance and importance.

AS INDICATING the long reach **THE WORLD'S WORK** has, James H. Meikle, former secretary of the Chamber of Commerce at Seattle, told this interesting experience:

“In August, 1905, Seattle had a reading article advertisement in **THE WORLD'S WORK**. At the Chamber of Commerce, of which I was secretary at the time, we received over 1,500 inquiries from all parts of the world.”

Frank C. Teck, who was Secretary of the Chamber of Commerce in Bellingham, says:

“Our advertising in **THE WORLD'S WORK** in 1905 was unusually fruitful, not only in the large number of inquiries inspired, but in their high character.

The Secretary of the Yakima, Washington, Commercial Club, Mr. H. P. James, has just written us:

“Our advertising in **THE WORLD'S WORK** four years ago did more for this valley than any advertisement of which we have knowledge. Hundreds of communications were received, and a great many people made investments and became home builders in the Yakima valley.”

The beautiful cover of this big special number, which is to be full of the spirit of the West, will be sent to any business man on the Pacific Coast on request.

**COUNTRY LIFE
IN AMERICA**

THE WORLD'S WORK

**THE GARDEN
MAGAZINE**

DOUBLEDAY, PAGE & CO., NEW YORK

Chicago Office, Heyworth Building

Boston Office, Tremont Building

**BUY ADVERTISING SPACE AS YOU WOULD
BUY MERCHANDISE,**

Figure Quantity and Quality.

The Los Angeles Examiner

Sells more papers every day in the year than any other newspaper in Southern California *Prints*.

AVERAGE DAILY CIRCULATION OVER 51,000

AVERAGE SUNDAY CIRCULATION OVER 88,000

ADVERTISING RECORD
March, 1909 vs. March, 1908

EXAMINER'S GAIN, Local Display	- - -	23,156 lines
EXAMINER'S GAIN, Foreign Display	- - -	3,108 "
Total GAIN	- - -	26,264 "

Nearest Competitor's LOSS Local Display.....	48,790 lines
Nearest Competitor's LOSS Foreign Display....	12,502 "

Total LOSS	61,292 "
------------------	----------

EXAMINER'S GAIN	- - -	26,264 lines
------------------------	--------------	---------------------

Nearest Competitor's LOSS	-	61,292 "
----------------------------------	----------	-----------------

HOWARD DAVIS, L. E. FITCH, WM. H. WILSON
Eastern Representative, Adv. Manager, Western Representative,
239 Broadway, N. Y. Los Angeles, Cal. 1409 Security Bldg., Chicago.

**All figures open to investigation by the Association of
American Advertisers**

The LOS ANGELES EXAMINER is recognized throughout the Southwest as having no purpose but the upbuilding of Los Angeles and the development of the agricultural resources and the extension of the industrial activities of this great region. It has no political enemies to punish and no feuds to foment—a fact of much importance in the Southern California newspaper field.

TEAM WORK BETWEEN
"KNAPP-FELT" ADVERTISING
AND SALES FORCE.

STRONG TESTIMONY OF A PROGRESSIVE ADVERTISER TO THE PRACTICAL EFFICIENCY OF MAKING ADVERTISING WORK SIDE BY SIDE WITH THE SALES FORCE.

By R. A. Holmes.

Manager of Sales and Advertising, the Croft & Knapp Co. ("Knapp-Felt" Hats).

It is with a full realization of the chances I am taking in infringing on the copyright which the Rev. Bob Frothingham has on Biblical and religious quotations that I venture to remark:

Ads move in a mysterious way
Their wonders to perform.

Like a celebrated medical compound, "they work while you sleep." This truth was brought home to me in a particularly forcible way when, last fall, we sent an inexperienced salesman into a territory where a C. & K. representative had never gone. This man knew nothing about hats further than that men wore them on their heads, but he was full of enthusiasm on the subject of advertising. He went into the untried field and talked, not C. & K. hats, but C. & K. advertising, and he rarely left a town without a good order in his book. We know that advertising is working right under our eyes. We can see that—but we are apt to lose sight of the fact that that advertising is not limited in its influence to a peck measure, but that out in the places we are not covering with our salesmen, in the cities, towns, villages, hamlets, crossroads and rural free deliveries—wherever goes the printed word—there advertising is smoothing the way for the salesman; organizing reception committees of merchants to welcome him, preparing glad hands to greet him and arranging empty spaces on store shelves for him to fill. There is no frontier for the advertised line.

One of our men went into a small city of the South at which he had never stopped before. He found in the hotel a man who was

about to open a new hat store. He got busy at once and discovered that the new merchant had about committed himself to another line. He pointed out the advantages of our make and was met with the rejoinder, "But your line isn't known. These other people will stick posters all over town for me." "Isn't known? Our line not known! Do your people read *The Saturday Evening Post*? Yes? Well, here's a nickel, I'll just buy one and show you whether the line is known or not." He opened the paper to the page where the virtues of Knapp-Felt hats were set forth in attractive, honest and convincing fashion (I feel safe in thus characterizing it because I wrote the copy myself) and laid it before the merchant. Of course, you know the end of the story without my telling it because I should not have used this instance unless it had a happy ending. That account is one of the best we have in that section to-day.

These examples show the more obvious sides of the connection between the salesman and advertising. If you want to see a bunch of enthusiastic rooters for publicity, just get the C. & K. sales force together.

Business is getting more complicated every day. Each new invention means reorganization and if the expert mechanic of fifty years ago could come back to earth he would be practically useless and would stand bewildered in the maze of new machinery, new methods and new ideas. The same is true of the salesman. The comparatively recent invention, advertising, which is even now, like electricity, little known and little understood, has made necessary a wide departure from the salesmanship which was effective a few years ago. Especially must the representative of the unadvertised line revise diligently his ammunition. He must meet the most forcible and effective competition he has ever known and the best he can hope to do is to surround his preserves with the strongest armor plate of personality, that he may hold his trade against the powerful guns of his advertised

competitor. That salesmen are realizing this is shown by the large number of applications which come to us from well-placed men who feel the necessity of representing a line which provides its men with such tremendous backing.

A shallow consideration of the subject would lead one to think that advertising might to some extent take the place of salesmen and result in the employment of fewer traveling men. The very reverse of this is true. Not quite five years of advertising has compelled us to almost entirely re-organize our sales force. Inquiries from dealers located in new territory or in towns not visited by our men have made it necessary to arrange each territory more compactly and employ other men for the sections left vacant, and also for portions of the country new to us. We have consequently about four times as large a force of salesmen as we had five years ago and instead of a few men with shoe string routes which zig-zagged from point to point across the continent we have a considerable number with conveniently arranged bailiwicks which they can cover thoroughly and economically.

While good advertising does sell goods its proper function is that of co-operation. It prepares the way for the traveling man, walks by his side and introduces him to the merchant. It stands at his elbow when he shows his samples, increases the order and guarantees the merchandise. As a persuader it has entirely supplanted the riotously spent night, the booze h'isting and the expensive cigar. If it has not entirely eliminated these things, it has made them absolutely unnecessary. It is raising up a new order of salesmanship, a profession which realizes that more goods are sold by hard study of the peculiar circumstances which surround the prospective customer than by enticing invitations or boastful talk in the sample room—a profession which knows that the successful salesman to-day is the one who can render the greatest assistance to the man who buys his merchandise; who can honestly

advise him as to his purchases and be as quick to say "you don't want that" as to urge a greater quantity of the right thing.

Our salesmen thoroughly appreciate the mighty co-operation of advertising. The frequent talks I have with them on the subject invariably result in inspiration to me.

WANTS CLIPPING BUREAU SERV.
ICE.

CLUETT, PEABODY & Co.,
TROY, N. Y., April 17, 1909.

PRINTERS' INK, New York:
Dear Sirs—Will you kindly send us
the names of two or three of the best
news clipping bureaus in the country.
We would thank you very much indeed
if you would give this matter your im-
mediate attention.

C. M. CONNOLLY,
Advertising Manager.

Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN, NEB.

Takes the place of 220 County weeklies at
1-10 the cent. Great saving in bookkeeping,
postage and electros. Rate, 36 cents.

Actual average circulation 149,281.

**I Put In
Expert Checking
and
Filing Systems**

Large advertising agen-
cies which desire to save
space and money will find it
very advantageous to con-
sult me.

I am open for engage-
ments with agencies, par-
ticularly comparatively new
agencies, to put in or install
filing and checking system.

I developed my own al-
phabetical system, which is
very successfully used by
large agencies.

Address "G-C," care
PRINTERS' INK, 12 W. 31st
St., New York City.

PROMISE AND PERFORMANCE

SEVEN MONTHS AGO MR. LEWIS SAID—

(in his introductory editorial—in the ST. LOUIS STAR)

Several new rules and regulations have been put in force on this paper, the working out of which may be costly, but will be interesting.

First—The advertising department has been ordered to accept no advertisement which those in that department would hesitate to lay on their own library table for wife and daughters to read. Anything that does not come up to this standard is not to be accepted at ANY price.

Second—if the circulation manager has any inclination to lie, get one that won't. If we haven't the circulation we won't lie about it, but will try to get it, and in the meantime charge only for what we have and are willing to prove in any way required.

Third—This paper will print the news, attacking no man or concern unjustly or unfairly, but if any of its staff gets on the trail of information or news that belongs to the public, he is to follow it to the end if it breaks the owners, and he will not be called off, but will be backed to the finish.

Fourth—This paper is a public property, responsible to the public first and owners second. Its ownership is going to be made and kept separate from its editorial control, and responsible alone to public sentiment.

Fifth—if you can't print the straight, clean truth alone, stop the press.

Sixth—Any man on the staff that thinks he can not row in this boat clean to the finish of the course mapped, had better get off before it starts, as he will have to swim if he tries it later.

Seventh—There is other news just as important and quite as instructive as the sewers of scandal and crime.

Being comparatively new at the business, these look like good sense and good business rules. We are told they won't work. We hope they will.

E. G. LEWIS.

A LATER-DAY COMMENT

—It is now seven months since the foregoing was published.

—The New Rules work well.

—They have made possible a 100 per cent net increase in circulation within 32 weeks.

—They are responsible for a 50 per cent Advertising gain.

—They can be made a tangible source of profit to you.

—For, because of them, each 1,000 of STAR circulation is probably worth double that of any other medium in town.

—And there are 70,000 Red-blooded money-spenders—STAR enthusiasts—reading the paper every day.

RATES—10 cts. to 13 cts. per agate line On Yearly Contract

—Send copy direct or through our foreign representatives.

ST. LOUIS STAR

By CAL. J. McCARTHY

Advertising Manager LEWIS PUBLICATIONS.

St. Louis, Mo., April 15, 1909.

Special Representatives—St. Louis Star

Boyce Building, Chicago—BARNARD & BRANHAM—Brunswick Building, New York

THE ADVERTISING MANAGER AND HIS FIRM.

SOME PROBLEMS, OBSTACLES AND POLICIES THAT ADVERTISING MEN MUST MEET IN THEIR RELATIONS WITH BOARDS OF DIRECTORS AND OFFICERS—HOW SOME ADVERTISING MEN MANAGE.

By Frank H. Holman.

To the man outside, the relations of advertising man to his firm are frequently misunderstood. The average advertising manager has his hands full in meeting the internal conditions of his concern, and in shaping the advertising policy.

The most common difficulty is the attitude of officers or boards of directors in being skeptical of what advertising can do. One of the explanations of this fact is that directors of corporations are frequently bankers and financiers whose whole professional training and character tend away from advertising as a business lever. Even more often, however, directors and officers are simply uninformed concerning advertising and grudge every dollar spent, especially if results are not perfectly obvious and traceable.

Against conditions like these it is hard to battle, and many a valiant stand is being taken at present by advertising managers who see clearly into the firm's possibilities if the right advertising is done, but are restrained by the grudging amount of appropriations, and galled by the way in which those appropriations are made. Too often they are made as though they were luxuries and super-refined, fanciful methods of business-getting which are the very first to invite the knife when pruning times come. It is supremely distasteful to the trained advertising manager to have appropriations made on the basis of "How little can we get along with?" or "How much can we afford to appropriate from our inactive surplus, after the office boy's salary has been raised, the chimney painted and an Oriental rug bought for the president's office?"

On the other hand, advertising managers and advertising solicitors are partly to blame for conditions as they are. Possibly, the most usual yet the most persistent obstacle which advertising managers set in their own path is that of too great enthusiasm before boards of directors and officers. Getting up before a board with a perfectly sane and sound campaign in mind, and endeavoring to persuade a conservative set of men who confessedly know little about advertising, the temptation is often too great to be withheld to make *an oration* on advertising, with flights of eloquence which, though in reality justified, sound far too rosy for blunt, practical minds to believe fully.

As a result, when the advertising manager is through giving reasons for a \$50,000 appropriation (which may in reality be a very conservative amount for the work outlined to accomplish), the shrewd financiers who have listened to him decide that there needs to be deducted for his enthusiasm about 20 per cent and they appropriate on that basis.

This condition is peculiarly due to the truly remarkable powers of advertising just now in process of being practically developed. The possibilities of advertising are striking enough to fire with enthusiasm a conservative man who understands; but those who have just a little natural leaning to enthusiasm often come dangerously near ranting about it.

To accelerate the advertising pace of a concern which "believes in advertising" in a *2x4* way is a long and hard task, even for a forceful, well-balanced and practical advertising man (which, unfortunately, all advertising men are not). Occasionally a strong man makes a notable and picturesque success of it. There is one nationally known advertising manager, who cannot be named for obvious reasons, who applied for a position seven or eight years ago to a concern now famous. The president scratched his head dubiously. "I don't see how we could make use of an advertising

manager," he said, haltingly. "We seem to be able to handle our advertising very easily without an advertising manager."

"I don't care what *name* you give me," said this applicant, "I want to manage your advertising and I'm willing to start in at \$30 a week. You can call me a stenographer if you want to—I don't care—I believe I can build up your advertising department to your advantage." This "stenographer" now draws one of the best advertising salaries in the country, and has had years of uphill work demonstrating to his firm the value of enlarged advertising appropriations, carefully spent, and thorough team work with the selling staff.

But not all stories have as happy an ending as this. Owing to the lack of knowledge of advertising many concerns have no basis upon which to judge advertising men's ability—even if they inquire; for it is a strange fact that there are more "lemons" masquerading as advertising men than in almost any other profession. Also, a man may be a good advertising man in one position and pretty poor in another. There is in New York to-day an advertising manager drawing an excellent salary from an important concern, who has never had an iota of experience or equipment. He managed to work a few personal wires and some insignificant references; but how he manages to cling to his position is a mystery to the few who know.

An advertising manager can be of as much vital importance to a firm as he is capable of becoming if he sticks to his guns. Far too many advertising managers are purely figureheads put there either to write copy to order or to be a clerk and a butt for solicitors. Sometimes this is due to the dominating personality of an officer of the firm who is the real advertising genius, but still more often it is due to the incapacity of the advertising man to master the virile movement of the business, grasp its possibilities and become a creative force in its advance. The advertising office is, or should be,

the pilot's cabin from which very much of the steering of a business toward success is done; and the live, practical advertising manager can fight against conservatism in the front offices with many effective weapons. If his copy and campaigning are right he should be able to keep up a series of practical demonstrations to the powers that be which will wear away the most stiff-necked conservatism. The results of a single campaign or scheme, or a single ad, can be put up to officers in the form of unanswerable figures in a way which must tell some time.

A Western advertising manager when he went into office found that only direct circularization was used. He pleaded to be allowed to use publications, but was firmly refused. "We used them and they failed," was the answer. Looking up the ad that failed, it was easy to see how such a concoction *must* have failed. This advertising manager actually put up his own cash for space, to prove he was right and get his concern started. After he had collected records of results he drew up comparative costs of direct circulation *vs.* magazine space which when simply read to the directors won his case for all time.

Such a method of presenting facts and figures to officers and directors is much too little followed by advertising men. They rely on words too much, forgetting that directors are usually men of few words and much figuring. If more advertising managers relied on facts and figures rather than words in all their work, advertising would be much more effective.

Advertising managers if they are able enough to comprehend them should have access to the most vital statistics of the business at all times. If advertising is to be more than knitting doilies for the center table of a business, an advertising manager must know sales conditions, sales figures, factory costs, profit margins, and keep in touch with territorial selling returns.

It is here that the ancient but now obsolete feud between sales

and advertising managers comes in. Many advertising managers draw long faces and say that the sales manager gets all the credit for what advertising does. This may be occasionally true, but the most powerful sales manager in the world couldn't long hide what advertising does if it is made to do something worth while. A good advertising manager can make the advertising such an unmistakable force that even the narrow-minded salesmen will become interested supporters.

There are some rare cases where the advertising manager is obliged to be the advertising balance wheel. Several well-known advertisers say they will spend more money just as soon as they can persuade their advertising managers and agents that it would be profitable. This is pretty nearly the ideal condition. The one ideally progressive attitude toward advertising should be "how much can we spend profitably?" It should be based just as cost for store salesmen is based—not "How much shall we cut off our surplus pile for the purpose?" but "How many salesmen dare we put on the floor and be assured they will get business?"

If this attitude were to be universally adopted the energy of advertising managers now used in fighting for appropriations and steering off personal friends of the firm who want advertising for reasons of personal friendship, etc., might be directed to more profitable use for the firm.

One well-known advertising manager last fall, just after his obstinate president left for Europe, broke into a newspaper campaign throughout the country. It was no irresponsible dash for freedom—the whole scheme had been carefully thought out and prepared, but never presented, for fear of a "turn-down." The officers remaining at home grew very dubious, and at one board meeting it was seriously debated whether or not the president should be cabled about it. But the campaign of three months sold more goods than the previous eight months' sales total, and when the president

arrived home—what on earth could he do but raise the advertising manager's salary?

In another instance of a famous national advertiser, the advertising manager had long debated with the president the matter of a large-space newspaper campaign. Consent was finally granted, and on the day of the campaign's appearance several directors, who had never before been brought to the office by the advertising policy, hastened in and protested at "such lavish waste of money on advertising!" But by the time of their arrival such business-like proof that the campaign was paying had already come in that they had to swallow their words. Most advertising managers could sell more goods if given stronger support.

"A Daily Newspaper for The Home"
**The Christian Science
 Monitor**

OF BOSTON, MASS.
Every Afternoon Except Sunday

World-wide Circulation and
 undoubtedly the most
 closely read
 newspaper in the world.

*Advertising rates furnished
 on application.*

**Defy
 Rough
 Handling**

Celluloid tipped card index guides are
 proof against handling—make the card
 outlast several of the ordinary kind.

**CELLULOID TIPPED
 GUIDE CARDS**

have a one-piece tip folding over top of
 card—where the wear comes. Will
 never crack, fray nor curl up—tip doesn't
 show wear and prolongs life of card.

*Ask your dealer for one piece
 tip or write direct for samples.*

STANDARD INDEX CARD CO.
 701-708 Arch Street - Philadelphia, Pa.

Advice Regarding

The agricultural conditions and possibilities of farm paper advertising is freely sought from and freely given by the Orange Judd Trio. Recently a representative of a large advertising agency applied to us for information regarding the possibilities of a refrigerator account in farm papers. The advertiser thought the conditions looked good; the agency representative thought so, and so did we. But before entering upon the campaign we decided to find out the exact conditions. As the result of our investigation we found that in the territory to which the advertiser must confine himself refrigerator advertising could hardly be made profitable. The matter was dropped. We had the pleasure of saving the advertiser several thousand dollars.

In a like way we collected data which has proved of so much value to one particular advertiser now in farm papers that he is spending several thousand dollars yearly.

The ORANGE JUDD TRIO

Willingly does this kind of work. Where we find conditions not suitable for a man's business, we gladly tell him because our mission is to develop and bring agricultural advertising to a successful point. We desire to *make*, instead of *break*, the advertiser.

The Orange Judd Trio, which comprises Orange Judd Farmer covering the central and western states with 90,000 circulation; American Agriculturist covering the middle states with 110,000 circulation; and New England Homestead covering the New England states with 50,000 circulation—250,000 bona fide circulation each week—offers advertisers seeking the farmers' trade EXCEPTIONAL VALUE.

Additional data and a live talk on the possibilities of farm paper advertising as offered by the Trio will be mailed or delivered in person to all interested.

ORANGE JUDD COMPANY

Western Office:
148 Marquette Building
Chicago, Ill.

Headquarters:
439-441 Lafayette Street
New York

Eastern Office:
1-57 West Worthington St.
Springfield, Mass.

LIST OF PACIFIC COAST ADVERTISERS.

The following is a very complete list of Pacific Coast advertisers of every kind, furnished by courtesy of the Curtis-Newhall Company, Los Angeles:

Paraffine Paint Company, San Francisco; Woodbridge Fertilizer Company, Los Angeles; E. P. Boshyshell & Co., Los Angeles, Acme harrow; Arnott & Co., Los Angeles, harrow; Yucca Manufacturing Company, Los Angeles, tree protector; Barker Portable Bungalows, Los Angeles; Meyer, Wilson & Co., San Francisco, potash for fertilizing; Hague Domestic Oil Burner Company, Los Angeles; Western Pipe & Steel Co., Los Angeles; the Wm. H. Hoegee Company, Los Angeles, sporting goods; Caulson Poultry & Stock Food Co., Petaluma; E. E. McClanahan, Los Angeles, incubators; Madary's Planing Mill, Fresno, bee supplies; Bean Spray Pump Company, San Jose; Z. A. Macabee, Los Gatos, gopher trap; the Holmes Lime Company, San Francisco.

Jubilee Incubator Company, Sunnyvale; White Diamond Water Company, Oakland, sanitary water; California Auto Top Company, San Francisco; Bauer Lamp Reflector & Electric Sign Co., San Francisco, repairing auto lamps; Earl Automobile Works, Los Angeles, glass fronts; Bekins Fire-Proof Storage, Los Angeles; Pacific Tile & Mantel Co., Los Angeles; the Whitaker & Ray Co., San Francisco, folding chairs; the A. H. Andrews Co., San Francisco, opera chairs; Western Stage Appliance Company, Oakland; L. D. McLean Company, San Francisco, canned fruits; Southern California Music Company, Los Angeles; Fielding J. Stilson Company, Los Angeles, stocks, bonds; Economy Brooder Company, San Francisco.

Zellerbach Paper Company, Los Angeles; Braun-Knecht-Heimann Company, San Francisco, sulphur and bluestone; Blake, Moffite & Towne, Los Angeles, paper; E. E. Adams, Petaluma, egg cases; Oakwood Stock Farm, Lathrop; Hawaiian Fertilizer Company, San Francisco; National Homestead Association, Los Angeles; the 401 Orchard & Land Co., San Francisco; F. B. Groesbeck, Los Angeles, feed burner; Conservative Rubber Production Company, San Francisco; H. A. Eymann, Los Angeles, bungalow craft; the Sherwin-Williams Company, San Francisco, paint; Western Amusement Supply Company, San Francisco, motion pictures; E. W. Stillwell & Co., Los Angeles, bungalows.

The California Military Institute, Coronado; Coyne National Trade School, San Francisco; Thos. Pascoe, Fremont Hotel, Los Angeles; the California State Board of Trade, San Francisco; the Ontario Land & Improvement Co., Ontario; Maze & Wren, Modesto, stock and grain ranch; D. J. Wilson Land Company, Los Angeles; California Irrigated Farms Company, Los Angeles; Madera County Board of Trade, Madera; Sacramento Valley Development Association, Sacramento; Chamber of Commerce, Santa Barbara; Armstrong, Quataman & Co., San Francisco, land; Thos. Brown, Orland, irrigation project;

W. E. Germain, Willows, Glenn County, land and water; Dept. Adv., San Francisco, orange land.

Fitzgerald's, Los Angeles, pianos; Schmidt Lithograph Company, San Francisco; Theodosia B. Shepherd Company, Ventura, flower seeds; Central California Land Agency, Inc., Turlock; J. G. James Company, San Francisco, land; Siskiyou Chamber of Commerce, Yerka; Crocker Estate Company, San Francisco, land; Red Bluff Chamber of Commerce, Red Bluff; Golden State Irrigated Farms Company, San Francisco; Miller & Lux, Las Banos, irrigated farms; Oakland Real Estate Association, Oakland; Barnes & Son, sales agents for Fresno irrigated farms, Kerman; Richardson Construction Company, Los Angeles; Eucalyptus Timber Company, Los Angeles; Oil Well Supply Company, San Francisco.

Geo. C. Peckham & Co., Los Angeles, land; Pacific Mutual Life Insurance Company, San Francisco; Van Vleet Investment Company, Los Angeles, land; National Supply Company, Los Angeles, oil well; Percy H. Clark Company, Los Angeles, land; Bishop & Co., Los Angeles, glace prunes, crackers; California Fig Syrup Company, San Francisco; Mellus Bros. & Co., Los Angeles, tents; Henry Albers Company, Los Angeles, incubators; Pacific Oil & Lead Works, San Francisco; Portland Linseed Oil Works, Portland; Pacific Guano & Fertilizer Co., San Francisco; Denny-Renton Clay & Coal Co., Seattle, Wash.; B. S. Cook & Co., Portland; Columbia Steel Company, Portland; Chamber of Commerce, Portland.

Churchill-Matthews Company, Inc., Lumber Exchange, Portland; W. C. Harding Land Company, Board of Trade Building, Portland; Meadow Lake Orchard Company, Spokane; L. G. Gillette & Co., Portland, timber; Mexican Rubber Culture Company, Portland; Crescent Manufacturing Company, Seattle, mapleine; Portland Academy, Portland; Walla Walla Commercial Club, Walla Walla; Booster Club, Dayton, Wash.; Commercial Club, Grants Pass, Ore.; Oakland Development League, Oakland, Ore.; Manager Albany Commercial Club, Albany, Ore.; Yamhill Co. Development League, La Fayette, Ore.; Umatilla Co. Publicity Committee, Pendleton, Ore.; Salem Board of Trade, Salem, Ore.; Commercial Club, Ashland, Ore.

Klamath Chamber of Commerce, Klamath Falls, Ore.; Hood River Commercial Club, Hood River, Ore.; the Roseburg Commercial Club, Roseburg, Ore.; Washington Co. Development League, Hillsboro, Ore.; Dallas Development League, Dallas, Ore.; Deschutes Irrigation & Power Co., Bend, Ore.; Puget Sound & Alaska Powder Co., Everett, Wash.; Newmark Brothers, Los Angeles, Cal.; Western Salt Company, 351 East Second street, San Diego, Cal.; Shurtliff-Taylor Company, 353 South Los Angeles street, Los Angeles, Cal., canned milk; West Coast Mill, West Coast Chick Feed, 705 South Griffith avenue, Los Angeles; Pacific Creamery Company, Los Angeles, Cal.; F. F. Stetson & Co., 325 N. Avenue 20, Los Angeles, Cal.; the Crescent Manufacturing Company, Seattle, Wash., mapleine;

HOW CAN YOU TELL YOUR WHOLE STORY IN STREET CAR SPACE?

"I have heard it claimed that car space can carry the advertiser's whole story. How do you reconcile this with the obvious typographical limits of the street car card?"

Here is another question that has been put to us.

To start, let us suggest an experiment. Ask an average person what he considers the best advertised commodity. Then ask him to write all he knows about the good qualities of that commodity.

If his essay extends beyond thirty words the case is exceptional. In all probability that commodity during its years of advertising will have printed hundreds of thousands of words—and the thirty words in the essay will represent all that has stuck.

It isn't the words you print that count, it is the facts the reader remembers.

The advertiser's whole story might fill a dictionary. His whole vital story will rarely exceed forty words.

Now, about the car space:

We seldom use for an advertiser less than four individual cards a month. They are placed simultaneously. They are changed monthly. During the course of a year this will represent forty-eight different reading texts. These texts tell the advertiser's story by paragraphs, or in sections. Each paragraph, or each section, is built on the vital facts the advertiser wishes to bring out. The forty-eight varieties of texts merely present these few vital facts in forty-eight different lights.

This has been proven sufficient to make sales—to draw direct mailed inquiries—to overcome stubborn trade conditions—to force into line obstinate dealers and jobbers.

The very fact that we are limited to about forty words is in favor of good advertising. The

talk is condensed. Waste conversation is cut out.

The limitations of the space force us to print business-like, incisive talk.

If you want to make a further test, ask people what individual texts they remember printed in general mediums. Ask them what individual texts they remember printed in the street cars.

You will find the street car texts the remembered texts.

Why? Because the space limitations have freed them from padding or watery talk.

We say "forty words." We are not limited to forty.

We have in this office a Life Insurance card. The advertiser wrote us that the card was placed Saturday night, and Monday morning he had several applications for the policy presented in the cars. Fairly rapid action on life insurance. Isn't it?

The card placed in the cars contained 110 words. The sequel was a contract covering a big territory. This contract came, not on the Monday morning named, but after several months' experience with car advertising on this policy.

Another experience is a commodity where our whole problem was increasing the consumption of a staple. The texts in this case ran sixty and seventy words. Some would say that the type was too small to read easily. But the response came—it came quick—and it came strong.

And here is the interesting factor: The name of the commodity advertised was not displayed. The response must have come from people who read the entire text. The wholesale nature of this response indicated a wholesale reading of these solid, business-like texts of sixty to seventy words in length.

We are the exclusive national selling agents for the space of more than three-fourths of the cars in the United States, Canada, Cuba, Mexico, Porto Rico, Brazil and the Philippine Islands.

STREET RAILWAYS ADVERTISING CO.

Western Office
First National Bank Bldg.
Chicago

Home Office
Flatiron Bldg.
New York.

Pacific Coast Office
Hünholdt Bank Bldg.
San Francisco

Holmes & Stockard Co., 351 East Second street, North Bend, Ore., milk.

James Hill & Sons, 750 Keller street, Los Angeles, Cal.; Dento Salt Company, Stockton, Cal.; Morgan & Newark, agents, California Fruit Canners' Association, Los Angeles; Los Angeles Soap Company, 633 East First street, Los Angeles; Belcrecent Food Products, Kahn-Beck Company, Los Angeles, Cal.; Krieger Vinegar Company, Watsonville, Cal.

Hercules Gas Engine Works, San Francisco; Henshaw-Bulky & Co., Los Angeles, gas engines; Superior Light & Heat Co., Los Angeles; Western Gas engine Company, Los Angeles; Pomona Manufacturing Company, Pomona, deep well pumps; Byron Jackson Iron Works, West Berkeley, pumps; Doak Gas Engine Company, San Francisco; Wm. Gregory, Los Angeles, engines; Livingston & Lee, Los Angeles, gas engines; Commercial Engine Company, Los Angeles; J. M. Gillis, Stockton, acetylene gas generator; Boesch Lamp Company, San Francisco; Star Oil-Gas Burner Company, Los Angeles; Weissbraun Pipe Works, San Francisco; Pacific Pipe Company, San Francisco; American Steel Pipe & Tank Co., Los Angeles; Los Angeles Veh. & Impl. Co., Los Angeles; Fresno Agricultural Works, Fresno, scraper; Schmeiser Manufacturing Company, Davis, farm implements; Imperial Land Grader Works, Sacramento; Oliver Chilled Plow Works, San Francisco; the Platt Iron Works Company, San Francisco, pumping machines; Standard Gas Engine Company, Oakland; Palace Hardware Company, San Francisco, irrigation level; P. K. Wood Pump Company, Los Angeles; Gray Finishing Head Company, Tacoma; Pacific Foundry Company, San Francisco, tapping cars; Hunt Filter Company, San Francisco; Byron Jackson Iron Works, San Francisco, pumps; the Compressed Air Machinery Company, San Francisco; Rison Iron Works, San Francisco, gold dredger.

The Butters Patent Vacuum Filter Company, San Francisco; Yuba Construction Company, Marysville, Cal., gold dredging; Joshua Hendy Iron Works, San Francisco, mine car; California Saw Works, San Francisco; Caldwell Brothers' Company, Seattle, engine for sawmill work; the Portland Machinery Company, Portland, Ore., engines; Whitney Engineering Company, Tacoma, Wash.; J. E. Fox Saw Works, Seattle, Wash.; Burpee & Lissner, Ltd., South Bellingham, Wash., shingle machine; Star Machinery Company, Seattle, Wash., head blocks; McConnell Engineering & Machinery Co., Tacoma, Wash.

Redlands Golden Orange Association, C. M. Brown, manager, Redlands, Cal.; Stewart Fruit Company, Los Angeles, Cal.; Ely-Gilmore Fruit Company, Los Angeles, Cal.; Independent Fruit Company, Los Angeles, Cal.; Sierra Madre-Lamanda Citrus Association, Los Angeles, Cal.; California Citrus Union, Fay Building, Los Angeles; Altland Fruit Company, 401 Lissner Building, Los Angeles; Spence Fruit Company, 307 West First street, Los Angeles, Cal.; Sparr Fruit Company, Los Angeles, Cal.; San Marino Growers' Packing Association; L. M. & C. O. Banks,

Monrovia, Cal., handlers of fruits; H. K. Miller Manufacturing Company, Glendora, Cal., packing house supplies.

West-American Fruit Company; Mutual Orange Distributors, San Bernardino County; Redlands Orange Producers' Association, Redlands; Haight-Bethell Company, Redlands, packers; Allen Break, Redlands Junction, Cal., packer; Inter-State Fruit Distributors; Moulton & Green Co., Riverside, packers; Penn Fruit Company, Riverside; Mutual Distributing, Riverside, Cal., fruit; F. H. Speich & Co., Riverside, Cal., packers; Sutherland Fruit Company, Riverside; F. B. Devine, Riverside, fruit shippers; Gowen & Willard, Santa Ana, packers; Tustin Packing Company, Tustin, Cal.; Randolph Fruit Company, Los Angeles, Cal.; Stewart Fruit Company, Los Angeles, Cal.; Randolph Fruit Company, 202 Grosse Building, Los Angeles; Renshow, Jones & Sutton Co., Los Angeles, paper boxes; Moses Coulee Fruit Company, G. A. Virtue, president, Seattle, Wash., fruit packers and shippers.

A. Mittig, Santa Cruz; J. B. Wagner, rhubarb and berry specialist, Pasadena; Pacific Seed Company, Sacramento; W. A. T. Stratton, nurseryman, Petaluma; Howard & Smith, nurserymen, Los Angeles; Pioneer Nursery, Monrovia; the San Diana Citrus Nurseries, San Dians; J. S. Killian, El Monte; L. C. Rice, Tropico; F. J. Locke, Alhambra; Harris Seed Company, San Diego; Armstrong Nurseries, Ontario; Trumbull Seed Company, San Francisco; the Anaheim Evergreen Nurseries, Anaheim; E. H. Learned, Los Angeles; Sycamore Grove Nurseries, Los Angeles; Fairview Farm Nurseries, Burbank; Chas. C. Navlet Company, nurseries, San Jose; Aggeler & Cusser Seed Co., Los Angeles; Morris & Snow Seed Co., Los Angeles.

Orange Co. Nursery & Land Co., Fullerton; Leonard Coats Nursery Company, Inc., Morganhill; Geo. S. Weinshank, Whittier; the Schroeder-Son Nursery Company, Lafayette, Colo.; A. A. Mills, Anaheim; A. E. Scheidecker, Pleasant View Nursery, Sebastopol; the Silva-Bergholdt Company, Newcastle; San Fernando Nursery Company, San Fernando; Magnolia Nursery, Whittier; Maxwell Nurseries, Napa; Sanny Nursery Company, San Jose; Southland Nurseries, Pasadena; C. C. Morse & Co., San Francisco; Hopkins Seed & Plant Co., Burbank; the Fresno Nursery, Fresno; Ekstein & Ekstein, Modesto Eucalyptus Nursery, Modesto; Ekstein Brothers, Vignolo Eucalyptus Nursery, Anaheim; Theodore Payne, Los Angeles.

Winsel's Seed Store, Los Angeles; H. L. Bauer & Sons, Los Angeles; Santiago Frostless Nursery, Santa Ana; A. R. Marshall's Nurseries, Santa Ana; G. W. Sherwood, Fullerton; Gridley Colony Nursery, Gridley; Gem Nursery, Los Gatos; Francis Cuttle, Riverside; A. E. Nelson, El Monte; Imperial Valley Nurseries, El Centro; K. W. Lattin, Alhambra; J. R. Powell, Ripon; R. P. Nelson, San Jacinto; A. P. Henning, Cottonwood, Shasta County; H. A. Sorkness, Hemet; Z. A. Wollam, Riverside; Maywood Colony Nursery Company, Corning; Modesto Nursery, Modesto.

NOTHING TO HIDE

Get It From the Rest If
You Can, But You Can't

WHERE THE

PACIFIC NORTHWEST

The Great Farm Monthly of
The Northwest Pacific Coast

CIRCULATES

Alabama	00	Nebraska	43
Alaska	00	Nevada	7
Arizona Ty.....	4	New Hampshire.....	00
Arkansas	5	New Jersey.....	5
California	61	New Mexico Ty.....	1
Colorado	30	New York.....	27
Connecticut	1	N. Carolina.....	7
Delaware	00	N. Dakota.....	5
Dist. of Columbia.....	1	Ohio	23
Florida	1	Oklahoma	8
Georgia	1	Oregon	8,962
Idaho	2,763	Pennsylvania	8
Illinois	66	Rhode Island.....	00
Indian Ty.....	3	S. Carolina.....	00
Indiana	19	S. Dakota.....	5
Iowa	83	Tennessee	19
Kansas	56	Texas	5
Kentucky	10	Utah	5
Louisiana	1	Vermont	2
Maine	19	Virginia	13
Maryland	00	W. Virginia	6
Massachusetts	5	Washington	3,496
Michigan	29	Wisconsin	23
Minnesota	16	Wyoming	4
Mississippi	00	Ex. & Adv.	200
Missouri	50		
Montana	26	Sworn Circulation,	- - 16,124

We have reason to believe that the Pacific Northwest is the only farm journal in the territory covered, namely: Oregon, Washington and Idaho, that can show mailing receipts for claimed circulation.

WHY EXPERIMENT?

CHAS. H. HOPKINS, 150 Nassau St., New York

TAYLOR & BILLINGSLEA, 1st Nat'l Bank Building, Chicago

C. P. MELLOWS, 24 Milk St., Boston

{ Eastern

Representatives



THE MAGAZINE ABOUT PEOPLE
EDITED BY ALFRED HENRY LEWIS

530 Atlantic Avenue
Boston, Mass.

Telephone, Main 1585

New York Office
1 Madison Avenue
Edmund S. Lancaster in charge
Telephone, Gramercy 1330

Chicago Office
841 Unity Building
Wm. E. R. Weed in charge
Telephone, Central 1761

Kansas City Office
507 Reliance Building
S. M. Goldberg in charge
Telephone, Bell Main 1128

FIVE YEARS' GROWTH

Advertising Receipts

April, 1905	-	\$ 539.50
" 1906	-	1,001.25
" 1907	-	1,895.00
" 1908	-	5,153.00
" 1909	-	9,312.00

Human Life is producing very satisfactory results for advertisers. Have you, Mr. Advertiser watched the growth of HUMAN LIFE?

Subscription Receipts

For the first seven business days in April
for Five Years

1905	-	-	-	\$0,000.00
1906	-	-	-	222.97
1907	-	-	-	280.88
1908	-	-	-	883.69
1909	-	-	-	2,020.00

We are adding thousands of new paid-in-advance subscribers every month. We should reach the quarter million mark in paid-in-advance circulation this year.

The first issue of HUMAN LIFE was our April, 1905, number. We started by purchasing "Wisdom" with between 50,000 and 60,000 subscribers.

PRESIDENT SUSPENDERS

*The best advertised and best selling
Suspenders in the World*

Shirley, Mass., U. S. A.
April 8, 1909

Mr. W. F. Smith

HUMAN LIFE

Boston, Mass.

My dear Mr. Smith:

Yours of 26th ult. to Mr. Dunphee has come to my attention.

I remember making, or offering to make you a wager, or accepting one that you offered to make on the returns received from our back cover page in *Human Life* as compared with the same ad in * * * *

Mr. Dunphee has given me the returns, and I certainly am a loser when the cost is considered, and I notice in yours of 26th ult. you say that the cost was to be considered, as it certainly should be.

I must say that I cannot remember what the wager was, or any of the details in connection with it, but I have unquestionably lost, and now I want to pay. Will you not kindly write me what the wager was? I never make a wager that I do not intend to pay if I lose, and expect to accept payment if I win, so I am not joking. I am in earnest, and trust you will give me the information I desire by return mail, and not make it necessary for me to keep writing you until I finally get it, as I certainly shall do if I do not get it now.

I also want to congratulate you on the record made by your publication.

I am, with kind regards and best wishes,

Yours very truly
(Signed) C. F. EDGARTON

The Wager

A Box of Carolina Perfecto Cigars

The place, Shirley, Mass.
Home of President Suspenders

C. F. Edgerton

Lost the wager but won out on his advertising

W. F. Smith

Won the wager and convinced a national advertiser of the merits of *Human Life*

With the exception of September,
all our back covers are sold up
to March, 1910

Is Human Life On Your List?

SOME FACTS ABOUT SAN FRANCISCO AND

San Francisco Examiner

¶ San Francisco is the center of the wealthiest and best purchasing community on the Pacific Coast. In this rich field *The San Francisco Examiner* is the leading advertising medium.

THE TOTAL ADVERTISING IN THE THREE SAN FRANCISCO NEWSPAPERS

Having Daily and Sunday Editions during 1908, was:

	Figures in Columns		Figures in Lines
EXAMINER, .	21,777	EXAMINER,	7,777,588
2nd,	17,370	2nd,	5,159,098
3rd,	17,074	3rd,	5,019,966

¶ During 1908 *The San Francisco Examiner* printed 10,407 more columns, or 2,618,490 more lines of advertising than *any other San Francisco newspaper*.

¶ As a WANT MEDIUM *The San Francisco Examiner* is unsurpassed. The total number of WANT advertisements printed in *The San Francisco Examiner* during 1908 was 778,050. This was MORE THAN TWICE THE NUMBER printed by any other San Francisco newspaper.

¶ *The San Francisco Examiner* is delivered to many more homes in San Francisco than any other newspaper, and notwithstanding its high price, it exceeds in circulation by many thousands its nearest competitor. Thus leading in quality, as well as in quantity, of circulation.

¶ *The San Francisco Examiner* covers its field so thoroughly that the foreign advertiser need use no other medium in its territory.

**Circulation: Daily exceeds 100,000
Sunday exceeds 170,000**

**BOOKS OPEN—*The Examiner* believes its
advertisers have a right to know what they
buy. We have no circulation secrets.**

Western Office:
1409 SECURITY BLDG.
CHICAGO, ILL.

Eastern Office:
239 BROADWAY
NEW YORK

MARKETING GENASCO ROOFING TO THE FARMER AND THE TRADE.

A NEW PRODUCT MARKETED WITH
QUICK SUCCESS—JOBBERS LINED
UP—SIXTY FARM PAPERS PROVIDE
THE LARGEST MARKET—MAGAZINE
ADS. NOT KEYED.

By Paul Lewis.

The Barber Asphalt Company, which has grown in a period of less than six years to be one of the largest and most consistent advertisers in the country, is planning a new campaign of considerable size to exploit a specification roof.

While this venture will not approach the company's advertising of Genasco Ready Roofing in extent, it will cover the country thoroughly, and a large list of media will be used. Especial attention will be given to impressing architects and building contractors in addition to the educative advertising to owners and prospective builders. In discussing the new campaign, John W. Powers, general sales agent of the Barber Company, said:

"We are now at work upon this thing and hope to have it under way in a short time. The appropriation has not yet been fixed, but it will be a good-sized one, as we believe heartily in thoroughness in advertising. The roof will have Trinidad Lake asphalt as its principal element, of course, and we shall probably use our Trinidad Horseshoe trademark, but that is not yet fully decided. We shall place the specifications in the hands of all architects and contractors who wish it, and we are certain they will find this roof the best yet devised."

This project marks what might be termed the second step of this \$31,000,000 corporation in the advertising field. Previous to 1903, asphalt furnished by the Barber Company, which controls both the Trinidad deposits and the Bermudez Lake, in Venezuela, was largely used in making ready roofing as well as in specification roofs.

But the company supplied only the raw material to the roofing manufacturers and to contractors who worked from others' specifications.

In that year the Barber Company completed a large plant in New Jersey, and began making a new ready roofing, which was sold under the private brands of jobbers. Two years of this plan revealed its disadvantages, chief of which was that the jobbers practically owned the business, and the company resolved to trade-mark and advertise its roofing. The name Gen-as-co, a compound word taken from General Asphalt Company, which is the holding company of the Barber concern, was adopted, and the now well-known Hemisphere trade-mark was devised.

The advertising started with a small experimental campaign in Iowa and adjoining territory. It was feared that the jobbers might resent the innovation and withdraw their business. The very opposite happened. In that first year the largest jobber in the Iowa territory gave up his private brand and took on Genasco. Many others have done likewise. Some still stick to their private brands, but the Genasco advertising has helped them because they can assert with truthfulness that their roofings also contain Trinidad Lake asphalt.

The tryout was so encouraging that the list of farm papers used was gradually extended until it now comprises sixty publications, into each of which the Genasco Roofing advertising goes twelve months in the year. The best farm papers in the United States and Canada are included. The largest consumer is the farmer, and the most important market is in the West where ready roofing is used for all purposes.

Magazine advertising was also begun in 1905 with a view to influencing jobbers, dealers and large consumers such as manufacturing companies, warehouses and wharf owners. Only *McClure's* and *Everybody's* were used at first. Later on the list was extended, and the Genasco ad now

appears in eight magazines each month in a system of alternation which employs nearly every standard publication one or more times during the year. Never less than full pages are used, and no seasons are recognized in the advertising. Asphalt is a bitumen of a particularly viscous nature which makes it immune from cracking at any natural temperature so that it can be applied equally well in winter or summer. Some roofings do not enjoy this advantage.

The magazine advertising was keyed for the first year by means of booklet requests, but results ran so even that the keying was stopped. It was unsatisfactory in any case because big buyers went direct to jobbers and contractors, and it was impossible to learn where they had read the ads. All farm papers are carefully keyed. To inquirers are sent the "Good Roof Guide Book," and samples of the roofing, while the names of prospects are sent to jobbers and forwarded by them to dealers.

More than ninety-five per cent. of the business is handled through jobbers. Many of the dealers who sell roofing also carry lumber and hardware, so that some trade journals are used. The business has never gone to newspapers.

Mr. Powers was asked what method he uses in selecting advertising media and how the appropriation is fixed. "We plan to cover the market," he said. Pulling a long sheet of tabulated figures from a drawer of his desk, he continued: "Here is a table of publications and their circulations in every State, combined with population figures. In proportion to population, every section of the country, North and South, East and West, uses about as much ready roofing as any other. In some sections there are more farmers, in others more warehouses and factories. We calculate which publications will cover the territory best, and make up a list. Knowing the space to be used, it is an easy matter to figure out the cost, and that is our appropriation, when approved by the board of directors.

"We do not base our advertising expenditure on a percentage of sales or use any such method. You see, we are not just advertising ready roofing, but also Trinidad Lake asphalt. This asphalt is used in specification roofs, in street paving all over the United States and in several other ways. We believe that this Genasco advertising has considerable influence on the consumption of asphalt in general.

"We have steadily increased the amount spent for advertising, year after year, and in 1908, during the business depression, we spent

Genasco Ready Roofing
Trinidad Lake Asphalt
What's the difference?
Genasco is as different from other roofings as wool is from shoddy, or gold from pyrites.
You can't always tell from the looks, but the difference soon shows in the wear.
Genasco
Ready Roofing
is made of Trinidad Lake Asphalt—Nature's everlasting waterproofer. Other roofings are made of—who can tell?
Ask your dealer for Genasco. Don't wait on getting it—Look for the trade-mark—Mineral or smooth surface. Write for samples and the Good Roof Guide Book.
THE BARBER ASPHALT PAVING COMPANY
Largest producer of asphalt and asphaltic materials in the world.
PHILADELPHIA
New York San Francisco Chicago

more than ever before. And our plant ran full time throughout the period. It is behind orders today."

Some results of the Genasco advertising can be given in figures. In 1906, a year after the advertising was started, the company's business in ready roofing, including Genasco and private brands, increased 140 per cent. In 1907 it increased 125 per cent, and in 1908 it held its own in spite of the depression.

The value of the advertised trade-mark was never more strikingly shown than in the Barber

Company's experience of the last eighteen months. While the business in private brands fell off to almost nothing, the Genasco business increased in the same time just about as much as the others declined.

For the last two or three years the company has been the largest manufacturer of ready roofing in the world, and the credit is given to advertising.

Genasco is now widely sold in

Why does Gen-as-co Ready Roofing stay waterproof; and other roofs leak?

Gen-as-co is made of Trinidad Lake Asphalt. And natural asphalt contains certain oils which keep it from getting soft or brittle. It sheds water just like any other oily substance.

The most important part is: the natural oils are retained in Gen-as-co. They do not evaporate; they continue to shed water, and keep the roof from leaking.

Coal-tar and sterich pitch are by-products—the residue after essential oils are obtained for other uses. These oils are left soon dry-out when exposed to air and sun, and leave the roof to crack and crumble.

Shingles warp in the sun and rot in dampness. Tin and iron rust. And they all let the water in, except Gen-as-co.

Write for sample and reasonable book, AA.
Ask any wide-awake dealer for Gen-as-co Ready Roofing, and
he'll be satisfied with a specimen.

THE BARBER ASPHALT PAVING COMPANY

Largest producer of asphalt and legal
manufacturers of ready roofing in the world.

PHILADELPHIA
New York. San Francisco Chicago

COPY FOR FARM PAPERS

Australia, the Philippine Islands, Japan and China. Agents in these countries are given exclusive territory, and bear a share of the advertising expense. Considerable advertising has been done in Australia, and copy is now sent to these other countries. A travelling sales agent encircles the entire globe.

H. R. Wardell was general sales agent of the company and directed its advertising for several years. He has recently been succeeded by Mr. Powers, who was formerly the Western sales agent, and is built on the same broad, progressive lines as his predecessor. The business has been handled from the first by Powers & Armstrong, of Philadelphia.

The Housewife

The buyers for more than 400,000 homes are influenced by the advertising columns of The Housewife. This is a clientele that has a value second to none for advertising of articles appealing to the mother or to her thousand-and-one interests.

Sword Circulation

The circulation of The Housewife for the first four months of 1909 was as follows:

January, 401,675 Copies
February, 401,800 Copies
March, 408,480 Copies
April, 404,800 Copies

(Signed) THE A. D. PORTER CO.
 C. M. Morton, Treas.

Sworn to before me this 22d day of April, 1909.

MERVIN S. NEAR,
 Notary Public, Kings Co., N.Y.
 Certificate filed in New York Co., N.Y.

For Advertising rates and full information, address

The A. D. Porter Co.
 Publishers

CHARLES. W. CORBETT, JR.
 Eastern Advertising Manager
52 Duane St. NEW YORK

ARTHUR A. HINKLEY
 Western Advertising Manager
Tribune Building CHICAGO

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

President and Treasurer, J. D. HAMPTON,
Secretary, J. I. ROMER.

OFFICE: 12 WEST 31ST STREET,
NEW YORK CITY.
Telephone 5203 Madison.

The address of the company is the address of
the officers.

New England Office: 2 Beacon Street, Boston.
JULIUS MATHEWS, Manager.

Issued every Wednesday. Subscription
price, two dollars a year, one dollar for six
months. Five cents a copy.

JESSE D. HAMPTON, Editor.
J. GEORGE FREDERICK, Managing Editor.

New York, April 28, 1909.

The Passing of the Jobber's Supremacy The man who is studying merchandising conditions in this country will find this number of PRINTERS' INK particularly interesting.

Both in the article by Mr. Thompson, of the Kalamazoo Stove Company, and in the description of the marketing experience of Genasco Roofing will be found some significant statements concerning the economic status of the jobber.

The jobber has been and is a valuable part of the machinery of distribution in many fields; possibly he would be in nearly *all* lines of goods if he were a very wise and progressive jobber. But it is the plain truth that many jobbers have been a serious stumbling block in the way of manufacturers in many lines and have consequently succeeded in making themselves very much of a superfluity by their own obtuseness.

Blinded by the desire of making manufacturers' profits in addition to the legitimate middleman's profits, and made confident, in the days of little or no advertising to the consumer, by the helplessness of the manufacturer, some jobbers believed themselves omnipotent powers in controlling trade

and pushed their own brands to the exclusion of manufacturers'.

The natural reaction has come, and the tendency is now very strong to keep the jobbing machinery of trade right under the roof of the manufacturer, and deal direct with dealers. How the jobbers have learned their lesson is illustrated by their action when Genasco was marketed. It was feared they would rebel at an advertising campaign, but instead they not only made no complaint, but killed off their own private brands to sell Genasco exclusively.

The jobber is a distributor, and as such he is a valuable force in business economics. As the economical pivot for supply and demand to move upon, his reason for existence is sound, and he is entitled to recompense for his work. But the moment he endeavors to influence the free action of supply and demand by selling his own brands he cannot be performing his proper function, and is like a loose bolt in a machine. The manufacturer eliminates him then, just as soon as he addresses the consumer through advertising and does the jobber's work from his own office by selling direct to dealers.

At present many advertisers who still cling to the jobber sell much more goods *direct* to their dealers than through their jobbers—proving that jobbers have stood still while manufacturers have progressed through advertising. There is much waste in manufacturers' efforts to do their own jobbing, but as the jobbers have not all lived up to their opportunity for distributing, there is no choice left the progressive manufacturer who is ambitious for a national market.

For those manufacturers who sell only through jobbers, however, there is a most excellent way to assert their individuality,—by advertising to the trade through good trade papers, as well as to the consumer. This method is bound to be used more and more. It is a business-like co-operative plan which the jobber cannot but welcome.

**Consistency
and Value of
Special Arti-
cles in Print-
ers' Ink**

In this issue of PRINTERS' INK will be found a fact-and-figure story of the Pacific Coast which should be read by every advertising and business man. Aside from the obvious advertising value of knowing the status of the important Pacific Coast field, the story is replete with general interest for a live business man who loves progress and development. The story is told conservatively, yet the most roseate adjectives would be no exaggeration. The things that are being done on the Pacific Coast are in reality far more wonderful than those of the days of '49. Then it was merely pluck and luck which counted, but it is now brains, organization and creative ability which are producing great things; and advertising is a mighty part of this organization.

No one has yet said so, but it may seem to a few readers of PRINTERS' INK as if the frequent special articles on special fields which have been printed recently are simply indiscriminate boosts. Most emphatically, however, PRINTERS' INK desires to make it clear that these special articles on special advertising fields are a part of the new constructive editorial policies now being followed. PRINTERS' INK, realizing its position as the leading advertising journal, desires to bring within the range of its readers comprehensive studies of the wide ramifications and fields of advertising, and help to enlarge the practical knowledge of advertising men throughout the country. Far too many advertising men have in the past been divided into too many camps and sects, all of them revolving in their own narrow orbits, and arguing for their particular fields, without the broad range of knowledge by which alone advertising in the future will be rescued from back-water puddles and stagnant pools.

The advertising man who knows but one of the extremely varied sides of advertising, and is not anxious to broaden his knowl-

edge of mediums, people, methods and changing conditions, cannot expect to meet the demands of the future from progressive advertising.

Whether these special articles, or anything else in PRINTERS' INK, are perfectly consistent with anything that has gone before, is of no consequence whatever. George P. Rowell, ten or twelve years ago, set the editorial standard of PRINTERS' INK very aptly by saying: "Its way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and exposing another, but making no effort to be consistent; advocating to-day to-day's opinions, and abandoning yesterday's theories to the dead past."

Here is an illuminating statement of a progressive editorial policy which will explain much that PRINTERS' INK is at present endeavoring to do. It may seem inconsistent to enthuse over the advertising possibilities of New England in one issue, and in another enthuse over the prospects on the Pacific Coast; yet to the constructive advertising mind the inconsistency is only seeming, for each section and each phase of advertising has its own valuable and individual worth upon which it is perfectly consistent to dilate.

In printing these special articles PRINTERS' INK is steering away from one of the most deadly past faults of the advertising business—that of narrow advocacy of one thing in advertising, and the refusal to consider the claims of others.

PRINTERS' INK does not stand sponsor for anything that appears in its columns from contributors, but whatever does appear is printed with the absolutely unbiased motive of providing material for beneficial discussion and enlightenment on the rapidly moving phases of advertising.

Its long-continued crusade against press agentism has scored a unique victory, as is proved by the recent stringent reaction against press agents, officially endorsed by the American Newspaper Publishers' Association.

PRINTERS' INK was the very first to raise its voice and tell the truth about the press agent, and to urge periodicals of every kind to exclude them. Its recent constructive campaigns have awakened comment from one end of the country to the other, and proved how important PRINTERS' INK is becoming not only to the advertiser, but also to the agent and publisher.

The remarkable success of PRINTERS' INK under its new management gives the emphatic seal of approval from the main body of the advertising world to its new and constructive editorial policy.

**Hard Lines
for Populist
publishing.**

Newspaper arrival of a recent issue of the *State Record*, organ of the People's party of Kansas, brings an air of gloom into the office of PRINTERS' INK. Its bent, halting, and hesitating typography indicates without words what the editorial column solemnly announces.

At the head of the editorial column—and prophetically alongside of two black-bordered undertakers' ads—is the ominous headline—"Take Notice"—under which is printed the following:

We are contemplating the publication of the *Record* in the future as a monthly and would be pleased to hear from our friends on the subject, but until our plans are formulated and announcement made, send us no farther subscriptions. The future of paper and party are alike uncertain.

Immediately underneath is the almost pathetic headline—"Where We Are At." This long editorial bravely asserts that the People's party is still true to the flag and not altogether without hope, and says that it will continue to demand its rights, hold its state conventions, "however feeble," and hope, "however faintly," for the nation. Further down it waxes eloquent with its old vigor, as it says: "In the last campaign Labor DARED NOT vote for Hisgen, or Debs, or Bryan, for fear of the threatened strike of Capital—What

can Labor do about it? Is this in reality a Republic?"

MORE OFFENDING POETRY.

NEW YORK, April 18, 1909.
Editor of PRINTERS' INK:

J. P. Fleishman's article on "poetic" advertising in your issue of March 31st prompts me to unb burden my soul in regard to the "poetic advertising" of Brummell's Cough Drops, running in New York cars.

Upon a sickly background with a "morning after" color the head and bust of a young girl is depicted, vainly struggling to place (presumably) one of these drops in her mouth, but a large figure five has so far blocked her utmost effort and the dreamy look in her half-closed eyes leads me to believe that she is growing tired. Worst of all, however, are the "poetics" which adorn (?) the cards and change frequently—for the worse. The man who writes them deserves nothing short of lynching. Read the very latest and be driven to drink—not Brummell's.

Salome may be all the rage,
And there are nigh a dozen;
A single Brummell's drop we wage
Will stop that cough from buzzin'.

Help! Help!

PAUL C. RAGUET.

Die Deutsche Hausfrau, Milwaukee, has just issued a rather unique book on advertising, called "Advertising Development." One-half of the book is given over to twenty chapters of historical data and illustrative examples of the growth and progress of advertising in every phase. The various functions of advertising manager, agency, etc., are discussed with considerable constructive originality.

The other half of the book is likely to be especially interesting, as it for the first time collects together photographs of the most prominent advertising managers and advertising agents all over the country.

This is commendable enterprise on the part of *Die Deutsche Hausfrau*, and it is to be wondered at that no one else has thought of such a volume.

An unusual series of articles is likely to make *Lippincott's Magazine* very popular in the near future. "Ouida," as recently announced, had left with *Lippincott's* a rather startling book, which she stipulated was not to be published until after her death. Part I of this book will be published in the May *Lippincott's* under the title of "Shall Women Vote?" Part 2, called "Love vs. Avarice," is also likely to make a stir.

The Modern Priscilla announces that it has been obliged to omit from two to seven columns of cash advertising every month since last October. This speaks most strongly for the growth of this publication.

Collier's Offers Confidence As well as Circulation

A N advertiser using Collier's columns enjoys the prestige of being in good company.

Collier's edits its advertising columns as critically as its reading matter.

The readers in the half-million families that Collier's goes to every week have come to consider an advertisement in Collier's as dependable.

Collier's created that confidence—that subtle force by which buyers are influenced—by merititng it.



E. C. PATTERSON
Manager Advertising Department

NEW YORK CHICAGO BOSTON TORONTO

**"THE WILDS OF NEBRASKA"
WEALTH.**

A Chicago reporter's careless comment, in which he used the phrase, "The Wilds of Nebraska," has set the Nebraskans, who know better, by the ears. The wilds of Nebraska, indeed! The *Twentieth Century Farmer* has issued a booklet which will make the offending Chicago reporter retire swiftly into the sylvan jungle. The booklet starts off by telling of the huge sugar beet factories, a single one of which last year paid \$160,000 in wages. It takes the reporter on a journey through Nebraska, described with pictures and figures, pelting him with a fusillade of such facts as that in Nebraska only two people in a thousand are not able to read and write (whereas, in Chicago, it is four)!

It shows how Nebraska produces 178,000,000 bushels of corn, 56,000,000 of oats, 43,000,000 of wheat, 8,000,000 of potatoes, \$50,000,000 worth of cattle, and \$12,000,000 of hogs. It shows how Nebraska has 20,000,000 manufacturing wage earners earning \$10,000,000 a year and turning out \$175,000,000 worth of finished products. It also shows how, for each man, woman and child in Nebraska, there is \$159 deposited in the banks.

The booklet also contains a good showing of figures for the rapid growth of the *Twentieth Century Farmer* with a guaranteed paid list of 85,000.

The L. A. Distributing Company, Los Angeles, distributed about five million pieces of advertising in southern California in 1908—almost one million being from Eastern advertisers.

Frank H. Blighton has recently joined the copy staff of the M. L. Hadley Advertising Agency, San Francisco.

The Progress Company, 517 Rand McNally Building, Chicago, announces that with the June issue their publication, now known as *Eternal Progress*, becomes *The Progress Magazine*. The scope of the magazine is also to be widened, taking it out of the limited field of the class publication.

The Memphis *News Scimitar* on Thursday last broke all records for local advertising carried by any Memphis newspaper on a week day. They ran a total of 24,304 lines. The best previous record for a week day was 20,720 lines.



POPULATION OF BUTTE 40,000

Butte Miner

Montana's Leading Newspaper

has the largest net paid circulation in the State. Butte is the largest mining center in the world, employing over 12,000 miners at high wages. The *Miner* is the official paper of Silver Bow County and covers Western Montana far more thoroughly than any other paper in the State.

Facts concerning Butte circulation have been meager. Here is something tangible—definite—reliable. The *Miner's* actual net paid certified circulation for the year 1908 was

Sunday net paid.....	12,927
Daily " "	9,627
Average " "	10,927

BUTTE MINER, Butte, Montana

Special Representative

FRANK R. NORTHRUP

Brunswick Bldg.
New York, N. Y.

Tribune Bldg.
Chicago, Ill.

ADVERTISERS ARE OPTIMISTIC.

THE DAILY CHRONICLE,
ORANGE, N. J. April 17, 1909.
Editor of PRINTERS' INK:

As president of three daily newspapers in New Jersey, New York and Ohio, I confess my amazement at the remarkable manner in which the advertisers in the smaller cities are opening up their spring campaigns for business. In almost every commercial line the waiting, "stand-pat" policy is preached and adhered to. Eight out of ten business men, while expressing every confidence in the immediate future, are planning for that future instead of the present. The same was true of local advertisers after the panic of 1893. Those of us who were in the publishing business in those days of recuperation remember only too well how haltingly and timidly the local merchant responded to the appeal and arguments for larger appropriations, more space. But now they positively seem eager to spend every dollar that their business will justify, in advertising space. Instead of holding back until the advance of prosperity begins, they are all on the scouting line doing their best to prepare the way.

I have noticed that several publishers have called attention this spring, through PRINTERS' INK, to their fine showing in total columns of advertising carried, compared with the totals of 1906 and 1907. On the surface, with dull times still with us, this would indicate unusual enterprise on the part of the publishers. But with my own experiences in view, and in three different states, I am led to believe that the major portion of credit for the enterprise shown should be given to the advertiser himself. That the condition is general, not local. I feel the more justified in coming to this conclusion from the fact that two of my papers are published in cities that have been particular sufferers from the trade depression. One is the principal paper at East Liverpool, Ohio, headquarters for the pottery industry, and the other the leading paper at the Tonawandas, N. Y., headquarters for the country's lumber interests.

What is the inference to be drawn from this striking change in conditions, compared with the same period in the 90's? Does it not warrant three inevitable conclusions?

First, that, while advertising in some form is older than the pyramids; that in the last twelve years it has grown into a more vital force than twelve preceding centuries had developed.

Second, that in this same short space of twelve years a new school of alert business men have come to the front and there are now in the saddle men who are thoroughly grounded in the principles and advantages of advertising.

Third, that, if at the end of this panic, the worst in many features in the history of the republic, we are found marking time at the high-water mark of 1907, that the new impetus and growth in advertising will simply be beyond present calculation. That advertising, as a business factor, is still an infant. HARLAN W. BUSH, Publisher.

Leo Feist, the well-known music publisher, when in Paris last year heard a particularly attractive melody, secured it, and has now decided upon a campaign of publicity for the song, known in Paris as "La-la-la." Already \$2,000 has been expended on New York dailies, and the campaign is to be carried all over the United States. The song will be known here as "If You Were Only Mine."

The *Green Book Album*, issued by The Red Book Corporation, has grown very extensively since its first number. Its second number doubled the size of the first number, and its clever stage pictures and complete novelization of Molnar's play, "The Devil," has lifted it at once into favor.

This is a rich county. We have coal, gas, oil, fine farms, big industries. Our people are well fixed—many own their own homes—all live well, wear good clothes, and buy luxuries. Reach 6,100 homes through our pages. Rates low—quality high, very high. Rate card on request. **Washington Record**, Washington, Pa.

LA PATRIE *Covers the Field* and is the most profitable French medium in Canada. Circulation increasing 1,000 per month. Reaches the best purchasing classes in Canada. Rates, etc., on application.

"LA PATRIE"
Daily and Weekly. MONTREAL, CANADA.
LaCoste & Maxwell & Maxwell,
Representatives, New York—Chicago.

Corpus Christi Herald

Leading Morning Paper of
Southwest Texas Gulf Coast
"THE NEW COUNTRY"

The Herald has passed its
first year successfully and
is ready for new business

Write for contract rates

W. BARRAN LEWIS
PUBLISHER

PUBLISHERS' HELPFUL CONVENTION ENDS.

BRILLIANT BANQUET AND SPLENDID ATTENDANCE—DETERMINED ACTION AGAINST PRESS AGENTS—OLD OFFICERS ALL RE-ELECTED EXCEPT MEDILL MCCORMICK—PRACTICAL QUESTIONS DISCUSSED.

The convention of the American Newspaper Publishers' Association, in New York, ended last week, most satisfactorily. A larger attendance than ever before was registered, and the second joint dinner of the Associated Press and the A. N. P. A. was especially popular.

At this dinner, which was the main social event of the convention, there was a most distinguished gathering of the foremost editors and publishers in the country. Major J. C. Hemphill acted as toastmaster and the first speaker, Count Von Bernstorff, German ambassador to the U. S., gave cordial credit to the press as a factor in maintaining peace. Joseph Choate, formerly ambassador to England, provided some good-natured chaffing about the Associated Press and Roosevelt's trip, and Robert J. Burdette humorously referred to his old newspaper experiences and also gently scored the comic supplement. Speaker Cannon was unable to be present.

John H. Fahey, of the Boston *Traveler*, was presented with a loving-cup for work as chairman of a special committee, and President Herman Ridder, of the New York *Staats-Zeitung*, was given a silver center-piece in recognition of his activities for the benefit of newspaper publishing.

The annual election of officers resulted in no change except the election of Bruce Halderman, of the Louisville *Courier-Journal*, as vice-president in place of Medill McCormick, of the Chicago *Tribune*.

Considerable of the convention's sessions was devoted to advertising subjects, chief among which was the matter of press agents, resulting in a definite country-wide movement to eliminate press agent matter. The fol-

lowing were the slated subjects for discussion, resulting in many varied and valuable suggestions for their solution:

Press agents and the best method of eliminating them. Free reading notices and how to stop them.

What is the best method of stimulating the reading of advertisements?

What should be the attitude of newspapers toward outdoor display, street cars, etc., both theoretically and practically?

Should not electrotypers and stereotypers make advertising plates of a standard thickness?

What attitude should be taken toward an advertising agency when it refuses payment for advertising unless copies of all issues of each day are sent?

What is the proper definition of "full position?"

Is an advertising agent justified in ordering maximum space that he may secure minimum rate when he knows he will actually use less space? If not, how shall he meet such competition?

INTEREST IN RAILWAY ADVERTISING.

PROVIDENCE, R. I., April 14, 1909.
Editor of PRINTERS' INK:

It has occurred to me several times to ask you why you do not give more articles on railroad advertising. You must have among your readers many who are interested in railroad advertising.

That article on the Boston & Maine's advertising was the first in a year, I think. I am not in the advertising business, and probably have no claim to your valuable columns; however, I have been a constant reader of PRINTERS' INK for the past five years, and I assure you that I am glad that I have not got to choose between PRINTERS' INK and a meal ticket, else I would go hungry.

I am employed in the "operating department" of a New England railroad, and, although I am no advertising man, it looks to me as though there are many interesting possibilities in railroad advertising. Most advertising of this kind is pretty much alike.

The book of rules of a great railroad is dry reading to the layman; yet to the advertising man there is "meat" and ideas for interesting copy, whatever business is being sought. Another source of copy is from "the man on the road."

There is always something new and interesting to tell the traveling public.

ALFRED T. BEAUV AIS.

**CRITICISM OF ARROW COLLAR
AD.**

PHILADELPHIA, PA., April 17, 1909.
Editor of Printers' Ink:

I have noticed the advertisement of the "Arrow" collar; a man in great distress trying to button a collar. This distress and "Arrow" are now closely associated in my mind. I should like to know whether this is considered good advertising.

A number of other successful advertisers frequently associate such words as "mistake," "failure," "trouble," etc., with the name of their product, so that the two ideas stand out boldly, and I have wondered whether this is not really poor advertising.

S. C. G.

A banquet was given by Herbert Myrick, president of the Phelps Publishing and Orange Judd Companies, to Wm. A. Whitney and Otto H. Haubold on the eve of their departure to Europe.

**Does Printing in
Large Quantities
Interest You?**

If so communicate with the

**ROEHR
PUBLISHING CO.**

35 Myrtle Avenue
Brooklyn, N. Y.

"They Work
While You Sleep"

That's the best part of every slogan. And your brand and business should be identified with just such a slogan, you'll admit.

Cascarets recently sold for a million-and-a-half, it is said. Tell Thompson to make for you a two-million-dollar slogan.

Tell Thompson, 281 Lark street, Albany, N. Y.

**The Industrious Hen
Reaches SOUTHERN POULTRYMEN**

THIS is the territory of rapid development and growing interest in poultry raising. Drive your trade pegs here by using printer's ink in this progressive poultry journal. Address Knoxville, Tenn., or Chicago

**By Soil Culture the World is
Fed.**

Big Crops Make Big Money.

**Campbell's
Scientific Farmer**

Monthly.

**Campbell Soil Culture Co., Inc.,
Publishers,
Lincoln, Neb.**

An exclusive high-class medium and the only exponent of the Campbell System of Scientific Soil Culture. Reaches a large class of farmers deeply interested in better methods and better things for the farmer.

Include It In Your List

All responsible agencies can furnish rates and information, or write

**S. M. GOLDBERG,
Advt. Manager,
505 Reliance Building, Kansas City, Mo.**

**The Largest
Circulation in
Mississippi**

of any paper ever published or circulated in this Great and nearly Exclusively Agricultural State

Official Organ and owned by the Farmers' Union of Mississippi, but devoted to Practical Farming and all the Collateral Interests of Agriculture, with a corps of the Best Editors in the South. A Quality Publication with a Quantity and Quality Circulation.

*Send for sample copies and
advertising propositions*

**The
Mississippi Union Advocate
JACKSON, MICH.**

HOW CALIFORNIA ADVERTISES IN THE FARM PAPERS

A PARTICULARLY CLEAN-CUT ADVERTISING CAMPAIGN IN THE FARM PAPERS—SPEND ALL FOR DISPLAY ADVERTISING.

By H. G. Williams.

One of the most progressive advertising campaigns ever undertaken by a community is that conducted by the Development Society of California.

This society was organized shortly after the San Francisco earthquake, when the general idea was that the entire state had been devastated by quake and fire.

As a matter of fact the only damage done was that immediately surrounding San Francisco, and even there the tremendous losses suffered were not due to the earthquake but to the fire which followed.

So far as Los Angeles was concerned nothing more was known there about the earthquake at the time than in Chicago.

The society determined to map out a campaign and counteract this false impression. Los Angeles had not been affected, neither had Southern California, and in order that the truth might be known and to overtake many of the false statements that had previously gone out, these leading business men donated a certain amount every month for this publicity work. An executive committee was elected and decides on all matters pertaining to the monthly advertising appropriation.

At first they were inclined to think the magazines were the best mediums and for a while most of the money went into magazines. For certain purposes it cannot be denied that the magazines have their fields, even in promotion advertising of this kind, as, for instance, advertising for tourists, etc.

Los Angeles, however, is dependent to a great extent on the prosperity surrounding it, and how to increase the permanent population of Southern California was their aim. The various classes of

mediums were discussed. Finally it was decided that the leading agricultural papers were best adapted to secure permanent settlers.

What the business men of Los Angeles wanted was further development of the natural resources of the fertile lands in Southern California. They wanted more farmers—more actual settlers—men who would be producers.

Having decided in favor of the farm papers, detailed information was secured regarding practically all of the publications of this kind in the country, and in making up the list the executive committee was governed by the quality of circulation, editorial policies and

Southern California

Plain Facts About the Richest Agricultural Land in the World

The map shows the outline of Southern California, with two arrows pointing from the text above to specific locations: one arrow points to the general area of Southern California, and another arrow points specifically to the city of Los Angeles.

Write at Once for Further Particulars

SOUTHERN CALIFORNIA

In Southern California Big Areas Have Yielded Over \$1,000,000 Profit per Year.

Every Farmer Should Read This Fact

Price of Farms in Southern California has increased 100% in the last five years. The reason is that the soil is the best in the world. It is the most fertile land in the United States. The climate is ideal for growing all kinds of crops. The water supply is abundant and reliable. The labor force is large and inexpensive. The transportation facilities are excellent. The market for your produce is right here in Los Angeles, which is one of the largest cities in the country. The cost of living is low, so you can afford to live comfortably. The tax rates are reasonable. The government is providing incentives for agriculture. The future looks bright for those who invest in Southern California farms.

DEVELOPMENT SOCIETY OF CALIFORNIA

Room 102, Montague Mfg.
Los Angeles, California

general aggressiveness of each particular paper. A list of first-class farm publications was made up and the accompanying full-page advertisement inserted.

Their returns were a source of wonderment, they were so satisfactory, and it is their intention to continue this kind of advertising.

The development society has nothing to sell. The careful reading of the advertisement shows that their prime object is to disseminate truthful information of that part of the state. When a farmer writes to them they answer his inquiries fully and their reply is as reliable as a government report.

inally
g ag-
adapted
Los
de-
rcures
thern
more
ers—

the
cally
kind
y up
tee
and

That the advertising was satisfactory is proved by the words of James E. MacIntyre, the advertising agent, who says:

"The returns received from advertising in agricultural papers by The Development Society of California were not only satisfactory, but were a source of wonderment.

"The inquiries were from a splendid class of intelligent, well-to-do agriculturists. The Orange Judd Weeklies made such good records that we will probably use further space in them. The Development Society of California is organized to advertise the State of California by straight display advertising. It is probably the only public promotion organization which has limited its expenditures to this one line of publicity. Write-up schemes, moving picture outfits, exhibits of products and all other forms of community advertising were carefully discussed and considered. The organization decided that straight display advertising would accomplish the most good.

"The object of the advertising is to attract manufacturers, capitalists, agriculturists and tourists to California. The advertising mediums used have been selected only after the most exhaustive investigations."

The California Promotion committee maintains a permanent office in New York to work up California interest.

A PACIFIC COAST NUMBER OF THE WORLD'S WORK.

The August, 1909, issue of the *World's Work* is being planned as a "Marvelous Pacific Coast Number." Special attention will be paid to the Alaska-Yukon-Pacific Exposition, but the fascinating story of the growth and development of the entire Pacific Coast will be fully told. "From Vladivostock Clear Around to Vancouver," say the *World's Work's* announcements, "there is not anywhere a country so full of the promise of great things as the Pacific Coast country. To-day, beyond the ocean, the Orient is calling to a vast commerce, which makes of tremendous significance the American mastery of the Pacific."

The Parkhill Manufacturing Company, Fitchburg, Mass., has given Mr. Michael, of the Shumway Agency, an order for women's publications to commence at once.

To Reach Our Field

The Pacific Coast

Write Us

THE WESTERN FARMER has been enlarged and improved. It is published in the heart of the rapidly developing Northwest States—the greatest of the Pacific Coast section—and it covers its field more completely than any other farm paper. Thirteen per cent of its circulation is in California. With several experienced subscription agents in the field, its big list is rapidly growing bigger. Quality and quantity characterize this fine list.

Include Us on Your List

Rate: 10 cents per line, with discounts. Send for sample copy and new rate card. Ask for circulation by states.

WESTERN FARMER

Spokane, Washington

Meet Publishers and Advertisers in New York

Scarcely a day when there is not a dozen or so lunching at the Grand Hotel at 31st street, and Broadway.

ONE OF THE QUEER THINGS YOU DO

IF you were to go home and proudly announce that you had bought her a perfectly lovely pair of shoes from a push-cart peddler and an equally exquisite hat from a little store down a side street where they have a Retiring Sale every time the proprietor goes to bed, she would make some excuse to leave the room and proceed to flee to mother before you got violent.

Yet probably that is just about the way in which you buy illustrations for your advertising matter, and if you succeed in getting a result which isn't quite bad enough to make women weep and strong men shudder, you think you have done pretty well and console yourself with the thought that few people would know art if they saw it, anyway.

And then your advertisement comes out and you see how cheap and shabby it looks compared with the other fellow's, and you resolve that you will never do it again, and you turn right around next week or next month and do precisely the same thing—only worse. Isn't this true?

You don't buy materials or supplies for your factory or merchandise for your household that way. You realize that in order to get something really worth while—something you can use with credit and satisfaction—you must deal with a reputable, established, high-grade concern with a reputation to maintain and an organization capable of delivering the goods.

It ought to be the same way with the illustrations you use in your magazine or newspaper ads, your booklets, your catalogues and all your advertising matter. If you follow the push-cart and hand-me-down plan you never know what you are getting or when you are going to get it or what it is going to cost you.

You are subjected to endless annoyances, take what you don't want at the last minute because it is the last minute and never arrive up in the front row where the money you spend entitles you to sit.

There is a moral, of course, but it is so plain that it seems like a waste of valuable space to talk about it.

**ARTISTS—COPY WRITERS—ENGRAVERS—PRINTERS
DAY AND NIGHT ART STAFFS**

THE ETHRIDGE COMPANY

41 Union Square, New York City

Telephones { 4848 { Stuyvesant
4847

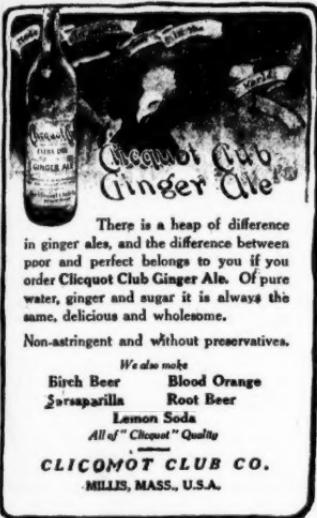
COMMERCIAL ART

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

The American Eagle is a long suffering bird—many are the advertising crimes which are committed in his name.

In this Clicquot Club Ginger Ale advertisement he looks as if he had been through a long and

Here is a good Hanan advertisement. The cut of the shoe is artistic and most pleasing in appearance—and it is big enough in the original to show off its attractiveness to the best advantage. The arrangement of the ad. is



NO. 1



NO. 2

serious illness. It isn't an easy job to make a bird look pale, but this particular eagle has the unmistakable pallor of either the sickroom or the penitentiary—and the bottle by his side is also in a bad way.

In the illustration marked No. 2, we have the traditional eagle—the conventional patriotic form of bird which is undoubtedly more unsatisfactory to the eagle than any other form of treatment—and a bottle which looks like the real thing and not a disembodied spirit.

also praiseworthy, and the typography is of a character which sets the advertisement off in a manner which would be hard to excel.

If an advertisement of this kind will not sell shoes then there is no virtue in shoe advertising.

* * *

In marked contrast to the Hanan ad, consider for a moment the Macy monstrosity, shown here-with.

"A Well-Balanced Shoe" is the idea, and you are supposed to hold your sides as you view the excru-

ciatingly funny picture of the lady balancing the shoe on her nose.

It goes without saying that any shoe which can stand erect on a lady's nose for any length of time

The Vassar Tie

An extremely stylish
Tie, made on our
new Short Vamp
high arch model.



Cow Metal
Calf
Russet Leather
Patent Leather

\$5

Hanan & Son

1391 BROADWAY - corner 36th Street
1325 BROADWAY - corner 29th Street
390 Fulton St. (near Smith St.) - Brooklyn

must be a shoe of style and quality.

Ladies who go to Macy's to buy their shoes will undoubtedly put them to this test—if they won't balance on the tip of madame's nose she will refuse to buy.

This is an altogether new idea in shoe-selling, and Macy's will

unquestionably be made welcome to all the credit for its discovery and utilization.

* * *

If there is any kind of an engine made by the Detroit Engine Works or any details of any engine which is not shown in the accompanying advertisement it should by all means be introduced



at once so that the job may be a complete if not a clean one.

Puzzle pictures are now very much in vogue, and this advertisement if sliced up into sections with an illustration in each section would help to pass away many a lonely hour.

It must have taken a long time to construct it, and the man who finally got it put together is entitled to due credit for his industry.

• • •

At the April meeting of the Technical Publicity Association, the following advertisers were elected: C. S. Redfield, president; C. N. Manfred, first vice-president; O. C. Harn, second vice-president; H. H. Kress, secretary; H. M. Davis, treasurer; Rodman Gilder and C. W. Beaver were elected members of the executive committee and directors. Among the speakers were Walter B. Snow, Fred L. Dion, George Leland Hunter, George French and E. St. Elmo Lewis.

The *Manitoba Free Press* on March 27th issued a very good-looking 16-page fashion supplement which is probably one of the most elaborate ever published in Canada. Four colors, in addition to black, were used with exceptional effect. The *Free Press* is making very rapid advances. Its March, 1909, sworn net daily average was 39,901, an advance of 4,528 over last year. Display advertising showed a gain of over 282 columns, and classified showed an increase of 408 columns.

M. H. Macy & Co.'s Attraction Are Their Low Price.

Macy's

34th to 36th Sts.

Extra Today: A List of Attractive
"Tuesday Specials."

A Well-Balanced Shoe

One thousand pair of Women's Low Shoes. Leather, style, workmanship evenly balanced—but not price—too small.

Black and gray nude, black, calf, leather, tan, light tan, two eyelet sailor ties, punched soles and tips, welted soles, Cuban heels, round toe; arts, ornaments, etc., and more close to feet at sides.

Special at \$2.97 a pr.
Compare them with the Shoes others sell at \$5.00.
Other Shoes in regular stocks ranging up to \$7.00 a pair.

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Aniston, Evening Star. Quantity and quality circulation; leading want ad. medium.

Birmingham, Ledger, dy. Average for 1908, 19,270. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1907, 9,466, The afternoon home newspaper of its city.

ARIZONA

Phoenix, Republican. Daily aver. 1908, 6,851. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

CALIFORNIA

Oakland, Enquirer. (Consolidation Enquirer and Herald.) Average for Mar., 1909, 49,758. Largest circulation in Oakland guaranteed.

Sacramento, Union, daily. The quality medium of interior California.

COLORADO

Denver, Post, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Col. Cir. is daily, 53,069; Sunday, 81,322. This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT

Bridgeport, Morning Telegram, daily Average for Jan., 1909, sworn, 12,857. You can cover Bridgeport by using Telegram only. Rate 1½ c. per line flat.

Meriden, Journal, evening. Actual average for 1907, 7,743; average for 1908, 7,794.



Meriden, Morning Record and Republican. Daily average 1906, 7,672; 1907, 7,769.

New Haven, Evening Register, daily. Annual sworn average for 1908, 18,864; Sunday, 13,867.

New Haven, Leader. 1907, 8,727. Only evg. Republican paper. J. McKinney, Sp. Agt. N. Y.

New Haven, Palladium, dy. Aver. '06, 9,549; 1907, 9,570.

New Haven, Union. Average 1908, 18,326; E. Katz, Special Agent, N. Y.

New London, Day, evg. Aver. 1906, 6,104; average for 1907, 6,647; for 1908, 6,739.

Norwalk, Evening Hour. Average circulation exceeds 3,450. Sworn statement furnished.

Waterbury, Republican. Average for 1908, Daily, 6,325; Sunday, 6,245.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average for 1908, 36,762 (© ©).

FLORIDA

Jacksonville, Metropolis. Dy. av. Mar., 1909, 12,915. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union dy. av. Mar. 17, 1914; S. 19,909. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

GEORGIA

LaTayette, Messenger. Weekly. Average circulation, 1908, 2,541.

ILLINOIS

Albion, Daily Beacon. Goes into homes. Average for 1908, 8,292.

Belvidere, Daily Republican entitled to Rec. of Honor distinction. Need more be said?



Chicago, Breeder's Gazette, weekly. \$2. Average for 1908, **16,342**.

Chicago, Dental Review, monthly. Actual average for 1907, **4,018**; for 1908, **4,097**.







Chicago Examiner, average 1907, Sunday **628,612**, Daily **165,342**, net paid. The Daily Examiner guarantees advertisers a larger city cir., than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspaper PRINT.

The Examiner's advertising rate per thousand circulation is less than any morning newspaper West of New York.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.








Chicago, Journal Amer. Med. Ass'n., weekly. Av. for '08, **53,978**; Jan. to April, '09, inc., **64,330**.

Chicago, Record-Herald. Average 1907, daily **151,664**; Sunday **216,466**. It is not disputed that the Chicago Record-Herald has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Galesburg, Republican-Register, Eve. Jan. av. **6,709**. Double circulation other Galesburg daily.

Joliet, Herald, evening and Sunday morning. Average for year ending April 30, 1907, **7,371**.

Libertyville, Business Philosopher, mo.; mercantile. Av. 1907, **16,322**. A. F. Sheldon, Ed.

Peoria, Evening Star. Circulation for 1907, **21,659**.

INDIANA

Evansville, Journal-News. Av. 1907, **18,183**. Sundays over **15,000**. E. Katz, S. A., N. Y.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1907, **26,112**.

Princeton, Clarion-News, daily and weekly. Daily average 1907, **1,577**; weekly, **2,641**.

South Bend, Tribune. Sworn average year sending Dec. 31, '08, **9,329**. Best in No. Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1908, **9,139**. "All paid in advance."

Davenport, Times. Daily aver. Mar., **17,046**. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, Publisher. Circulation for 1907, **41,582**. Rate 70 cents per inch, flat. If you are after business in Iowa, the Capital will get it for you. First in everything.

Dubuque, Times-Journal, morning and eve. Daily average, 1907, **11,349**; Sunday, **13,885**.

Washington, Eve. Journal. Only daily in county. 2,900 subscribers. All good people

KANSAS

Hutchinson, News. Daily 1907, **4,876**; first 5 mos. 1908, **4,757**. E. Katz, Special Agent, N. Y.

KENTUCKY

Harrodsburg Democrat. Best county paper, best circulation; largest county paper, largest cir.

Lexington, Herald. D. av., 1908, **7,194**. Sunday **8,255**. Week day, **7,006**. Com. week with *Gazette*.

Lexington, Leader, Av. '07, evening **5,390**; Sun. **7,102**; for '08, eve 'g', **5,445**; Sun. **8,678**. E. Katz,

Louisville, The Times, evening daily, average for 1908 net paid **43,940**.

MAINE

Augusta, Comfort, monthly. W. H. Gannett, publisher. Actual average for 1907, **1,294,430**.

Augusta, Kennebec Journal, daily Average 1908, **8,826**. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1908, daily **10,070**; weekly, **28,727**.

Phillips, Maine Woods, weekly. J. W. Brackett Co. Average for 1908, **7,977**.

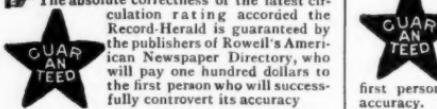
Portland, Evening Express. Average for 1908, daily **14,451**. Sunday *Telegram*, **10,001**.

MARYLAND

Baltimore, American. Daily average for 1908, **74,703**; Sunday, **92,879**. No return privilege.

Baltimore, News, daily. News Publishing Company. Average 1908, **84,399**. For March, 1909, **87,160**.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, Evening Transcript (CO). Boston's tea table paper. Largest amount of week day ad.






Boston, Globe. Average 1908, daily. **176,297**; Sunday, **319,790**. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price. During 1908 The Boston Globe printed a total of **22,450** columns, or **6,869,700** lines of advertising. This was **7,445** more columns, or **2,443,225** more lines than appeared in any other Boston newspaper.






Boston, Traveler, daily. Est. 1825. The aggressive evening paper of Boston. Sworn detail circulation statement recently sent to advertisers shows circulation of over **\$7,000**, of which 90 per cent. is in Metropolitan Boston.

THE Boston Post, Sunday av., 1908, **238,946**, gain of 12,083 over 1907. Daily average 1908, **255,534**, gain of 11,554 over 1907. Only three Sunday newspapers in the country—outside of New York City—exceed the circulation of *The Boston Sunday Post*.

Only one morning newspaper—and that in New York—exceeds the circulation of the *Boston Daily Post*. Not over two evening newspapers in the country outside of New York—and only two there—exceed its circulation.

In daily display advertising *The Boston Post* leads its chief competitors, the *Globe* and *Herald*. In Sunday display advertising *The Boston Sunday Post* is second only to the *Boston Sunday Globe*. In agency advertising it leads all Boston papers, daily and Sunday. Rate 25c. per agate line.

Human Life, The Magazine About People. Guarantees and proves over **200,000** copies monthly.

Clinton, Daily Item, net average circulation for 1908, **3,099**.

Fall River, Globe. The clean home paper. Best paper. Largest cir. Actual daily av. 1908, **7,473**.

Lawrence, Telegram, evening, 1908 av. **8,949**. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. year 1907, **16,923**; 1908, average, **16,396**. The Lynn family paper. Circulation unapproached in quantity and quality by any Lynn paper.

Salem, Evening News. Actual daily average for 1907, **18,261**.

Worcester, Gazette, eve. Av. 1907, **14,682** dy. Largest eve. circ'n. Worcester's "Home" paper.

Worcester, L'Opinion Publique, daily (OO). Paid average for 1908, **3,888**.

Worcester Magazine, reaches the manufacturers and business men of the country and all Board of Trades. Average 1907, **3,000**.

MICHIGAN

Detroit, Michigan Farmer. Read by all Michigan farmers. Ask any advertiser. 80,000.

Jackson Patriot, Average Mar., 1909, daily **10,471**, Sunday **11,400**. Greatest net circulation.

Saginaw, Courier-Herald, daily. Only Sunday paper; aver. for 1908, **14,330**. Exam. by A.A.A. paper.

Saginaw, Evening News, daily. Average for 1908, **19,886**; March, 1909, **20,411**.

MINNESOTA

Duluth, Evening Herald. Daily average 1907 **23,093**. Largest by thousands.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1905, **87,187**; average for 1900, **100,266**; for 1907, **103,553**.

The absolute accuracy of *Farm, Stock & Home*'s circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most profitably.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for 1908, **28,281**.

Minneapolis, Journal, Daily and Sunday (OO). In 1908 average daily circulation evening only, **75,639**. In 1908 average Sunday circulation, **72,419**.

Daily average circulation for March, 1909, evening only, **73,766**. Average Sunday circulation for March, 1909, **72,980**. (Jan. 1, 1908, subscription rates were raised from \$4.50 to \$6.00 per year cash in advance.) The Journal's circulation is absolutely guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any other paper in its field.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, publisher, 1908, **53,341**.

CIRCULATION **Minneapolis, Tribune**, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. The Sunday *Tribune* average per issue for the year ending December, 1908, was **68,300**. The daily *Tribune* average per issue for the year ending December, 1908, was **90,117**.

St. Paul, Pioneer Press. Net average circulation for 1907. Daily, **55,716**; Sunday, **56,445**. The absolute accuracy of the *Pioneer Press* circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent. of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

MISSISSIPPI

Biloxi, Herald, evening. Average circulation for 1907, **1,062**. Largest on Mississippi Coast.

MISSOURI

Joplin, Globe, daily. Average, 1907, **17,680**. E. Katz, Special Agent, N. Y.

St. Joseph, New-Press. Circulation, 1908, **38,320**. Smith & Budd, Eastern Reps.

St. Louis, National Druggist (OO), Mo. Henry R. Strong, Editor and Publisher. Average for 1907, **10,570**. Eastern office, 508 Tribune Bldg.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1908, **104,708**.

NEBRASKA

Lincoln, Deutsch-Amerikan Farmer weekly. **143,246** for year ending Oct. 30, 1907.

Lincoln, Freie Presse, weekly. Average year ending Sept. 25, 1907, **143,989**.

NEW JERSEY

Camden, Daily Courier. Actual average for year ending December 31, 1907, **9,001**.

Jersey City, Evening Journal. Average for 1908, **24,078**. Last three months 1908, **25,021**.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. Av. 1906, **18,237**. Av. 1907, **20,270**; last quarter yr. '07, av. **20,609**.

NEW YORK

Albany, Evening Journal. Daily average for 1908, **16,930**. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1908, **52,336**.

Buffalo, Courier, morn. Av. 1907, Sunday, **447**; daily, **51,608**; *Enquirer*, evening, **36,570**.

Buffalo, Evening News. Daily average 1906, **94,473**; 1907, **94,845**; 1908, **94,035**.

Gloversville and Johnstown, N. Y., The Morning Herald. Daily average for 1908, **8,132**.

Mount Vernon, Argus, eve. Daily av. cir. year ending Mar. 31, 1909, **6,768**. Only daily here.

Newburgh, Daily News, evening. Average circulation entire year, 1908, **6,329**. Circulates throughout Hudson Valley. Exam'd and certified by A.A.A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, 3 mos. to March 31, 1909, **10,559**.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1908, **6,700**.

Benziger's Magazine, Circulation for 1907, **66,416**; 50c. per agate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1908, **26,028** (OO).

Leslie's Weekly, 225 Fifth Ave., W. L. Miller, Adv. Mgr. **180,000** guaranteed.

The People's Home Journal. **564,616**, mo. **Good Literature**, **458,666** mo., average circulation for 1907—all to paid-in-advance subscribers. F. M. Lupton, pub., Inc. Briggs & Moore, Westn. Reprs., 1438 Marquette Bldg., Chicago.

The Tea and Coffee Trade Journal. Average circulation for year ending Dec., 1908, **10,260**. Dec., 1908 issue, **10,000**.

The World. Actual aver. for 1907, Mor., **345,424**. Evening, **405,172**. Sunday, **483,336**.

Poughkeepsie, Star, evening. Daily average for first six months 1908, **4,456**; June, **6,691**.

Rochester, Daily Abendpost. Largest German circulation state outside of New York City.

Schenectady, Gazette, daily. A. N. Liecty. Actual Average for 1908, **16,760**.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1908, daily **36,067**; Sunday, **40,982**.

Troy, Record. Average circulation 1908, **30,402**. Only paper in city which has permitted A. A. examination, and made public the report.

Utica, National Electrical Contractor, inc. Average for 1908, **2,883**.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending Jan 1, 1909, **15,274**.

OHIO

Akron, Times, daily. Actual average for year 1908, **8,977**; 1907, **9,551**.

Ashland, Amerikan Samomat Finnish. Actual average for 1907, **11,120**.

Cleveland, Ohio Farmer. Leads all farm papers in paying advertisers, **100,000**.

Cleveland, Plain Dealer. Est. 1841. Act. daily and Sunday average 1907, **74,911**; Sunday, **88,373**, Feb., 1909, **73,633** daily; Sunday, **99,871**.

Columbus, Midland Druggist. The premier pharmaceutical magazine. Best medium for reaching druggists of the Central States.

Dayton, Journal. 1907, actual average, **21,217**.

Springfield, Farm and Fireside, over $\frac{1}{4}$ century leading Nat. agricult'l paper. '07, **447,348**.

Springfield, Poultry Success, monthly av., 1907, **33,250**. ad largest published. Pays advertisers.

Youngstown, Vindicator. D'y av., '03, **15,000**; Sy., **10,400**; LaCoste & Maxwell, N.Y. & Chicago.

OKLAHOMA

Muskogee, Times-Democrat. Average 1906, **8,514**; for 1907, **6,659**. E. Katz, Agent, N.Y.

Oklahoma City, The Oklahoman. 1908 aver., **26,966**. Mar., '09, **30,232**. E. Katz, Agent, N.Y.

OREGON

Portland, Journal. has larger circulation in Portland and in Oregon than any other daily paper. **Portland Journal**, daily average 1908, **30,207**; Feb., for 1909, **31,780**. Benjamin & Kentor Company, Representatives, New York and Chicago.

Portland, The Oregonian, (OO). For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. Mar. NET PAID circulation, daily, **37,913**, Sunday average, **47,582**.

PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1908, **7,888**. N.Y. office, 225 5th Ave. F. R. Northrop, Mgr.

Erie, Times, daily. Aver. for 1908, **18,487**; Mar., 1909, **19,052**. E. Katz, Special Agt., N.Y.

Harrisburg, Telegraph. Sworn average February, 1909, **16,023**. Largest paid circulation in Harrisburg or no pay. Shannon, N.Y.; Allen & Wa'd, Chicago.

Johnstown, Tribune. Average for March, 1909, **12,225**. Only evening paper in Johnstown.

Philadelphia. *The Bulletin*, net paid average for March, 1908, 255,269 copies a day. "The Bulletin goes daily (except Sunday) into nearly every Philadelphia home."

Philadelphia. *The Camera*, is the only best photographic monthly. It brings results. Average for 1908, 6,825.

Philadelphia. *Confectioners' Journal*, mo. Average 1907, 5,514; 1908, 5,517 (OO).



There is no stronger, ably managed or more conservative savings institution in the United States than the Western Savings Fund of Philadelphia. The officers were immensely surprised when an advertisement they had sent the *Farm Journal* was politely declined. They felt better when it was explained that this the greatest farm paper in America carried no financial advertising of any kind. This is to save the publishers the responsibility of sorting out the good from the bad—a responsibility which is somewhat heavy when it is known that *Farm Journal* guarantees the reliability of every advertisement in its columns.





Philadelphia. *The Press* (OO) is Philadelphia's Great Home News-paper. Besides the Guarantee Star, it has the Gold Marks and on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1908, 95,949; the Sunday *Press*, 133,954.



West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1907, 16,657. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York, Dispatch and Daily. Average for 1908, 18,671.

RHODE ISLAND

Pawtucket, Evening Times. Average circulation, 1908, 18,185—sworn.



Providence, Daily Journal. Average for 1908, 20,310 (OO). Sunday, 28,861 (OO). *Evening Bulletin*, 46,573 average 1908.

Westerly, Daily Sun, George H. Utter, publisher. Largest cir. south of Providence.

SOUTH CAROLINA

Charleston, Evening Post. Actual daily average 6 mos., 1908, 4,685; June, 5,184.



Columbia, State. Actual average for 1908, daily (OO) 13,418 Sunday, (OO) 14,130.

Spartanburg, Herald. Actual daily average circulation for 1908, 2,992.



TENNESSEE

Knoxville, Journal and Tribune. Week-day av. year ending Dec. 31, 1908, 15,885. Week-day av. November and December, 1908, 16,909.

Memphis, Commercial Appeal, daily, Sunday, 1908, average : Daily, 45,786; Sunday, 62,793. Smith & Budd, Representatives, New York and Chicago.

Nashville, Banner, daily. Average 1906, 31,455; for 1907, 36,308; for 1908, 36.

TEXAS

El Paso, Herald. Jan. av. 9,003. More than both other El Paso dailies. Verified by A. A. A.

VERMONT

Barre, Times, daily. F. E. Langley. Average for 1908, 4,775. Examined by A. A. A.

Bennington, Banner, av. 1907, 2,019. Permission examination of circulation given A. A. A.

Burlington, Free Press. Daily average for 1908, 5,603. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, Argus, dy., av. 1908, 3,327 Only Montpelier paper examined by the A. A. A.

Rutland, Herald. Average, 1908, 4,656. Only Rutland paper examined by A. A. A.

St. Albans, Messenger, daily. Average for 1908, 3,132. Examined by A. A. A.

VIRGINIA

Danville, The Bee. Av. 1908, 3,066; Mar., 1909, 3,866. Largest circulation. Only evening paper.

WASHINGTON



Seattle, The Seattle Times (OO) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Feb. '09, cir. of 59,436 daily, 83,762 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1906-'07-'08 Times beat its nearest competitor 6,997,466 lines.



Seattle, Post-Intelligencer (OO). Av. for Feb., 1908, net—Sunday, 39,646; Daily, 33,083; Weekday, 30,874. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.

Tacoma, Ledger. Average 1908, daily, 18,732. Sunday, 28,729.

Tacoma, News. Average 1907, 16,595; Saturday, 17,210.

WEST VIRGINIA

Fairmont, West Virginian. Copies printed, 1907, 2,800. Largest circulation in Fairmont.

WISCONSIN

Janesville, Gazette. Daily average, March, 1909, daily, 4,808; semi-weekly, 1,798.

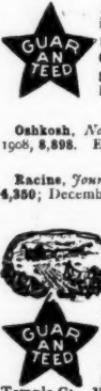
Madison, State Journal, daily. Actual average for 1907, 5,086.

Milwaukee, Evening Wisconsin, daily. Average 1908, 26,952 (OO). Carries largest amount of advertising of any paper in Milwaukee.

Milwaukee, The Journal, evg., ind daily. Daily average for 1908, 65,827; for Mar., 1909, 60,553; daily gain over Mar. 1908, 5,948. Over 50% of Milwaukee homes. Flat rate 7 cents per line.

Oshkosh, Northwestern, daily. Average for 1908, 8,898. Examined by A. A.

Racine, Journal, daily. Average for 1908, 4,380; December, 1908, 4,613.


**The WISCONSIN
AGRICULTURIST**
Racine, Wis. Established, 1877.
 Actual weekly average for year ended Dec. 30, 1907, 56,317.
 Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office, Temple Ct. W. C. Richardson, Mgr.

WYOMING

Cheyenne, Tribune. Actual net average six months, 1908, daily, 4,877; semi-weekly, 4,430.

BRITISH COLUMBIA

Vancouver, Province, daily. Av. for 1908, 15,922; Mar., 1908, 16,932; Mar. 1909, 17,825; H. DeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1908, daily, 37,095; daily Mar. 1909, 39,901; weekly 1908, 27,426; Mar. 1909, 29,341.

Winnipeg, Der Nordwesten. Canada's German newspaper. Av. 1908, 17,646. Rates 50c. in.

Winnipeg, Telegram, Daily average for Feb. '09, 26,525. Weekly aver., 29,600. Flat rate.

ONTARIO, CAN.

Ottawa, The Evening Citizen, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1908, daily 99,239, weekly 46,925.


Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. cir. of the *Daily Star* for 1907, 62,837 copies daily; the *Weekly Star*, 129,335 copies each issue.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears. Advertisements under this heading are desired only from papers of the requisite grade and class.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (OO), carries double the number of Want Ads of any other paper. Kate 1c. a word.

ILLINOIS

THE Champaign News is the leading Want ad. medium of Central Eastern Illinois.

THE Chicago Examiner with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*, " says the Post-office Review, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

THE INDIANAPOLIS STAR

Publishes more classified advertising than any other paper in Indiana.

During the year of 1908 The Star carried 309,48 columns more paid WANT advertising than its nearest competitor.

Rate, One Cent Per Word.
The only Sunday Paper in Indianapolis.

MAINE

THE *Evening Express* carries more Want Ads than all other Portland dailies combined.

MARYLAND

THE *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.

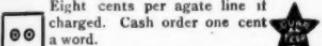


THE Boston *Globe*, daily and Sunday, for the year 1908, printed a total of 417,908 paid Want Ads. This was 233,144, or more than twice the number printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in March, 1909, amounted to 215,796 lines; individual ads 28,459. Eight cents per agate line if charged. Cash order one cent a word.



THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

CIRCULATION THE Minneapolis *Tribune* is the oldest Minneapolis daily and has over 90,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening issues. Rate, 10 cents per line. by Am. News-paper Di'tory Daily or Sunday.

THE St. Paul *Dispatch*, St. Paul, Minn., covers its field. Average for 1907, 68,671.

MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.



(O) Gold Mark Papers (O)

Advertisers value the Gold Mark publications more for the class and quality of their circulation than for the mere number of copies printed. Out of a total of over 22,000 publications in America, 122 are distinguished from all the others by the so-called gold marks (O).

ALABAMA

The Mobile *Register* (O). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to the *Evening and Sunday Star*. Average, 1908, 38,762 (O).

GEORGIA

Atlanta *Constitution* (O). Now, as always, the Quality Medium of Georgia.

MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1908, 10,629 daily; 14,205 Sunday.

NEW JERSEY

THE Jersey City *Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

THE Newark, N. J. *Freie Zeitung* (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 30,130. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 103,928—sworn to.) Carries more Want Ads than any newspaper in Montreal.

Savannah *Morning News*, Savannah, Ga. The Daily Newspaper for Southern Georgia. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper (O), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Grain Dealers' Journal (O), Chicago, the grain trade's accepted medium for "Want" ads.

The Inland Printer, Chicago (O). Actual average circulation for 1908, 15,000.

KENTUCKY

Louisville *Courier-Journal* (©©). Best paper in city; read by best people.

MAINE

Lewiston *Evening Journal*, daily, average for 1907, 7,784; weekly, 17,545 (©©); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woollen industries of America (©©).

Boston *Commercial Bulletin* (©©). Reaches buyers of machinery for wool and cotton manufacturers. Est. 1889. Curtis Guild & Co., Pub. 1890.

Boston *Evening Transcript* (©©), established 1850. The only gold mark daily in Boston.

Springfield (Mass.) *Republican* (©©). Has quantity and quality of circulation.

Worcester *L'Opinion Publique* (©©), is the only Gold Mark French daily in the U. S.

MINNESOTA

The Minneapolis *Journal* (©©). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(©©) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (©©).

Pioneer Press (©©). St. Paul. Most reliable paper in the Northwest.

NEW YORK

Army and Navy Journal, (©©). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (©©) is THE advertising medium of Brooklyn.

Century Magazine (©©). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (©©), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (©©). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. McGRAW PUBLISHING COMPANY.

Engineering News (©©). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. Over 16,000 weekly.

The Engineering Record (©©). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. McGRAW PUBLISHING COMPANY.

The Evening Post (©©). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

PRINTERS' INK.

New York *Herald* (©©). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty literary. The only one of its kind—that's **LIFE**.

Scientific American (©©) has the largest circulation of any technical paper in the world.

The New York *Times* has a greater city sale than any other New York morning newspaper except one.

New York *Tribune* (©©), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

Vogue (©©) carried more advertising in 1906, 1907, than any other magazine of gen. cir.

OREGON
The *Oregonian*, (©©), established 1861. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (©©) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guaranteed Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily *Press*, for 1908, 95,349; The Sunday *Press*, 133,364.

THE PITTSBURG DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (©©), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (©©), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk Landmark (©©). Oldest and most influential paper in tidewater.

WASHINGTON

The *Post Intelligencer* (©©). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

The Seattle *Times* (©©) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee *Evening Wisconsin* (©©), the only gold mark daily in Wisconsin.

CANADA

The Halifax *Herald* (©©) and the *Evening Mail*. Circulation 15,558, flat rate.

The *Globe*, Toronto (©©), is Canada's National Newspaper, and each is proud of the other.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than one dollar.

ADVERTISING AGENCIES

DARLOW ADVERTISING AGENCY,
Omaha, Neb. Newspapers and Magazines.

H. W. KASTOR & SONS ADVERTISING CO., Laclede Building, St. Louis, Mo.

ALBERT FRANK & CO., 26 Broad St., N.Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' Advertising Bureau, 23 Broadway (opp. P. O.), New York. Ads in the Trade Journals our specialty. Benj. R. Western, Proprietor. Established 1871. Booklet.

ADVERTISING BOOKS

SPECIAL—Books containing from 150 to 300 ads with illustrations, besides phrases, suggestions and talk on how to advertise, for different lines of business. \$2.00, worth more. "BARGAIN," care Printers' Ink.

ADVERTISING MEDIA

THE Ladies' Home Journal, is the greatest advertising medium in the world.

THE Saturday Evening Post covers every State and Territory.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

ADVERTISING NOVELTIES

GET our price on any advertising novelty or premium. We have everything. Right prices. Prompt service. Write **KLINE ADV. AGENCY**, Ridgway, Pa. (Branch at Buffalo).

BUSINESS OPPORTUNITIES

DEMOCRATIC Weekly, Ohio; County Seat town, 12,500 pop.; only Dem. paper in County. Cleared net \$3,500, 1908; can be doubled; price, \$5,000. **MYERS, 509 New England Bldg.**, Cleveland, O.

CALENDARS FOR PRINTERS

THE largest variety in Imported and Domestic calendars for 1910—The Selling Kind—at a great saving in prices. Sample sets ready now, for printers who will place a deposit for same. **PENN CARD & PAPER CO., 18 N. 6th St., Philadelphia, Pa.**

COIN CARRIERS

\$3 PER 1,000. Less for more; any printing, The COIN WRAPPER CO., Detroit, Mich.

ENGRAVING

PErfect copper half-tones, 1 col., \$1; larger 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

HALFTONES for the newspaper or the better class of printed matter. THE STANDARD ENG. CO., 560 7th Ave., New York.

KITAB ENGRAVING CO. (Inc.), 401 Lafayette St., New York, makers of half-tone, color, line plates. Prompt and careful service. Illustrating. TELEPHONE: 1664 SPRING.

ELECTROTYPE

Get Our Prices On Electros

We'll give you better plates, quicker service and save you expressage. Largest electrotyping plant in the world—capacity 90,000 column inches a day. Write for prices and sample of patent Holdfast interchangeable base.

RAPID ELECTROTYPE COMPANY, Advertisers' Block Cincinnati, O.

FOR SALE

FOR SALE—A thirty-inch ROLLER EMBOSsing MACHINE with pulley attachment—machine has been used less than 100 hours since installed. It is in A-number one condition and will be sold at an attractive price. For information address THE ONONDAGA BINDERY, Syracuse, N. Y.

HELP WANTED

WANTED—Young man, capable ad and card writer, window and store trimmer for department store. O. J. DE LENDRECIE CO., Fargo, N. D.

WRITER—A small agency has unusually good opening for an unusually good writer who has ideas, and knows how to express them. Must make his own layouts and dummies. Address "EXPERIENCED," care Printers' Ink.

FREE REGISTRATION is offered for limited period to reporters requiring not over \$18 a week and Linotype Operators (4500 minion), not over \$22. Good positions open. Booklet sent free. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

LETTERS

DO YOU WANT LETTERS THAT PULL? Whatever your proposition we can write letters to create interest and pull business and dollars. Write for information and booklet or send full data and \$2.00. Money back if disappeared. DIXIE LETTER SHOP, Suite 232A, Southern Trust Building, Little Rock, Ark.

If You Have a Follow-Up Letter
which you wish to make more simple, direct, forceful—send it to Box 612, Chicago. Our experts will show you HOW to give YOUR sentences snap and salesmanship. For a short time only, \$2 brings this service—with a money-back guarantee. FOLLOW-UP BUREAU, Box 612, Chicago.

MEETINGS

THE annual meeting of the stockholders of the Ripans Chemical Company, for the election of Directors and Inspectors of Election, will be held in the office of the Ripans Chemical Company, 10 Spruce Street, New York, on Monday, May 10, 1909, at 12 o'clock noon. CHAS. H. THAYER, President.

MISCELLANEOUS WANTS

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

MULTI-TYPEWRITING

MULTI-TYPEWRITING, Addressing, Printing, Copy for Sales-Literature. Write on letterhead. R. & P. ADVERTISING SERVICE, Detroit, Mich.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. E. LACEY, Washington, D. C. Established 1869.

POSITIONS WANTED

NEWS PAPER FOREMAN—DESIR ES A change. Good executive ability. Now in charge of large afternoon daily. References first class. Address "BY," care Printers' Ink.

ALIMITED NUMBER of concerns can obtain part time services of successful Advertising Manager to write their ads. One firm's sales increased 40% in 6 months. "I. F." care Printers' Ink.

EUROPEAN REPRESENTATIVE

To successfully market American merchandise in Europe, demands intimate acquaintance with the characteristics peculiar to the peoples; their point of view, their prejudices—and the joints in their armor of indifference.

English Advertising man will be open next Fall to represent first class American Agency or Advertiser in Europe.

Fully equipped to conduct entire publicity campaign for one or more firms.

For full particulars and credentials write "ADLORE," 58 Kingly St., Regent St., London, W., England

ORIGINATOR of selling copy—has been identified with some of the best known national campaigns—seeks agency engagement in middle west. Can plan or write convincing copy. Master of display. Splendid record. Address "ORIGINATOR," Printers' Ink.

ALL AROUND EDITORIAL man employed in large Eastern city in charge of news end daily afternoon paper, desires change. Long experience in New York City and provinces in executive positions on morning and afternoon papers. Excellent record as Managing, News or Make-Up editor. Bundle of A-1 references. Anywhere but South. Address "GOOD-MAN," care PRINTERS' INK.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. THE BOULTON PRESS, drawer 98, Cuba, N. Y.

TRADE-MARKS

TRADE-MARKS registered in U. S. Patent Office. Names of publications are registrable trade-marks under conditions. Booklet relative to trade-mark protection mailed on request. BEELER & ROBB, Trade-mark Lawyers, 111-112 McGill Bldg., Washington, D. C.

WANTED—Advertising and Sales Manager for an undeveloped but safe business enterprise which has big possibilities in connection with the distribution of a staple food product.

Must be reliable, responsible, resourceful, show a successful past history, and above all be capable of acting as executive, with men in the field, after initial stages have been worked out.

Certain periods must be devoted to traveling in the beginning. Position will be worth \$5,000.00 within three years, and more to the man who can show results. Don't answer unless you can qualify.

Address in writing only, giving full details of yourself. Confidential if desired. M. R. HATFIELD, Electric Building, Cleveland.

Trade Weekly

Controlling interest in great mechanical weekly trade journal can be bought account owners' health. 7,000 subscribers.

\$80,000 gross business.

Pays good dividends and salaries.

Large enhancement possible. Should be published west of Buffalo.

Price \$100,000. Terms Can be disclosed to principals only.

"ILL-HEALTH," care PRINTERS' INK.

THE LATEST FACTS ABOUT THE FARMER.

The Bureau of Statistics in the Department of Agriculture has revised its estimates of wealth produced on farms, and shows that in 1908 farms produced \$7,848,000,000. The great growth which this indicates can be proved by the figures of 1879, at which time the country's farms produced only \$2,213,000,000.

As an indication of the increased wealth of the farmer this year, it is only necessary to compare the farm value of farm products on April 1st of this year with April 1st of last year. Last year wheat was worth 89.8 cents per bushel, while this year it is worth \$1.07; corn last year was worth 61.2 cents; this year it is worth 67.5 cents; oats are worth 3.2 cents more; potatoes, 16 cents more; hay is worth about a cent less; rye, 2 cents more; cotton, about a cent less; flaxseed, 43 cents more.

The Florida crop percentages on pineapples is .92, as compared with .78 in 1907; oranges, .04, as compared with .73 in 1907; and all other crops in about the same proportion.

These figures are especially interesting because of the fact that foreign crop conditions are especially low, due to a long and severe winter abroad.

The April issue of the *Travel Magazine* carried a total of 5,880 lines of advertising, or more than 1,700 lines increase over the same month a year ago.

A FIRM THAT MAKES INK REDUCERS.

THE INLAND PRINTER.
CHICAGO, April 10, 1909.

Editor of Printers' Ink:

Referring to the letter by the Brandon Printing Company on page 55 of your issue of April 7, you are informed that the Indiana Chemical Company, 314 Century Building, Indianapolis, Ind., manufacture an ink reducer called "Reducol." This, we imagine, is the firm whose address is desired by your correspondent.

J. St. C. McQUILKIN.

Royal Taft Needham, for the past six or seven years engaged in the advertising business in Buffalo, handling quite a number of manufacturing accounts, has disposed of his interests and joined the forces of the Bates Advertising Company. Mr. Needham will make his headquarters in Boston and cover New England for the Bates interests.

The D. L. Arey Distilling Company, Baltimore, has decided to go into an extensive advertising campaign in Southern newspapers. The Guy W. Eskridge Company has secured the contract.

Detroit has an "Advertising Square," surrounding the Federal Building. The latest to move into this locality is Frank J. Campbell—"The Personal Advertising Service Company."

Business Going Out

Frank Seaman, Inc., New York, has started the campaign of the Rock Island Railroad in the May magazines. Considerable space will also be used with weeklies and religious papers.

Newspapers in the South are receiving orders amounting to 5,200 lines from Lord & Thomas for the United Cigar Company.

Chas. H. Fuller, Chicago, is sending out orders amounting to 5,000 lines to papers on the Coast, and 500 inches to Southern papers, for the Kenosha Chemical Company, Kenosha, Wis.

Orders for 6,000 inches, to be used in three years, are being sent out direct by Swift's Specific Company.

Magazines are receiving orders and copy for the Badger Fire Extinguisher from Biggs, Young, Shone & Co., New York.

Rice & Hutchins, Boston, are placing 2,500 lines in the West, through Wood, Putnam & Wood, also of Boston.

The O'Sullivan Rubber Company, Lowell, Mass., is sending out orders through the J. Walter Thompson Company, for 6 inches, e. o. d., for seven weeks.

J. & E. Mahoney are using 1,000 inches in the South, through the Freeman Agency, of Richmond, Va.

N. W. Ayer & Son are putting out 3,600 lines on the Coast for Remington Typewriter Company.

The McFarland Publicity Service has been asking large newspapers for rates, proposition unknown.

Robert N. McMullen, New York, is sending out some copy for the Waltham Watch.

Western papers are receiving orders and copy from W. S. Dig, of Chicago, for 10,000 lines, to be used for J. Gunn.

The Morse International Agency, New York, is sending out 5,000 lines to Coast papers, and 600 inches to the East, for Beecham's Pills.

The Globe Soap Company, Cincinnati, O., is sending out copy to Southern papers only, through the J. Walter Thompson Company.

The Mail Order World Adv. Agency, Lockport, N. Y., is asking for rates, generally.

A. Decker is placing 2,000 lines in the Southwest, 1,000 in the South, and

1,500 in the West, business going through the Cochrane Agency of Chicago.

The Scandinavian Fur & Leather Company is sending out copy to magazines through Biggs, Young, Shone & Co., New York.

Orders are now going out through Frank Seaman, Inc., New York, for the Stearns & Foster Co., of Cincinnati, O.

Kaufman & Handy, Chicago, are sending out 30,000 lines for I. Lewis, to newspapers on the Coast.

Chas. H. Fuller, Chicago, is sending out 5,000 inches to Western newspapers for the Battle Creek Breakfast Food Company.

The Frank Presbrey Company, New York, is sending out copy to newspapers throughout the country for the Pennsylvania Tire & Rubber Company.

The Peters Shoe Company, St. Louis, is using four-page orders in Southwestern newspapers through the Chicago office of the J. Walter Thompson Company.

The Straus-Gunst Company is using 1,000 inches in the South through the Freeman Agency of Richmond, Va.

Frank Seaman, Inc., New York, is now sending out orders and copy for the Boston & Maine Railroad.

BOSTON NOTES.

The Burlingame Telegraphic Type-Writer Company has been using New England dailies for the advertising of its stock proposition. Contracts are placed by the H. B. Humphrey people.

A few high-grade publications are being favored with renewal orders for the Boston Sculpture Company advertising. Copy measuring forty lines goes through the Walton Advertising & Printing Co.

The Boston office of the J. Walter Thompson Agency is handling an appropriation for the exploitation of Caementium, a new glue and mucilage. This is a product of the Caementium Sales Company, of Boston, which has been using a large number of local newspapers the past year. It is now planning to introduce its goods throughout the country and use lists of general publications, with copy varying from sixty lines to one hundred lines.

The Lovett-Chandler Agency, 6 Beacon street, is asking for rates for a new advertiser from daily newspapers.

The spa
double c
column

The E
Son is
Plymout
Plymout
vertisi
linary
partic
Agency

The B
cutting
nine" f
ing will
taken or
present
in New
ritory
concern
advertis
Agency

New
favored
Wyckoff
Sage.

The
sued a
foreign
months
by over
the wa
the res
greater

The
Co. is
for th
undoub

The
Compa
by M
way t
its app
publici

Mat
the
Daugh
The C
inches

The
by th
out f
The t
times
spring

J.
list
Rex-
placed
New

The
pla
mark
adver
made
gen
died
nam

The
put
mark
adver
made
gen
died
nam

The space figured on is three inches double column and three inches single column for three and six months.

The Boston office of N. W. Ayer & Son is placing the advertising of the Plymouth Cordage Company, North Plymouth, Mass. This concern is advertising its binder twine in agricultural publications with national circulation.

The Danbury Pharmacal Company is cutting down the advertising of "Lino-nine" for the summer. The advertising will be resumed and new mediums taken on September or October. At present this advertising is running only in New England, but additional territory will be taken on later. This concern is in Danbury, Conn., and the advertising is placed by the Dobbs Agency of that city.

New England papers are being favored with contracts from the Wyckoff Agency of Buffalo for Parisian Sago.

The Worcester Evening Post has issued a statement, showing that its foreign advertising for the first three months of 1909 exceeded that of 1908 by over 20 per cent, and it looks, by the way business is coming in, that the rest of the year will show even a greater increase.

The National Spawn & Mushroom Co. is canceling all its existing contracts for the present. Its advertising will undoubtedly be resumed in the fall.

The advertising of the Tenexine Glue Company, Fall River, Mass., is placed by Mr. Jordan of the F. P. Shumway Company. At present most of its appropriation is going into women's publications.

Many new dailies are being added to the list of the Dr. John Wilbur Daughter Company, Westerly, R. I. The contracts vary from 300 to 1,000 inches.

The advertising of Hub Ranges made by the Smith & Anthony Co. is going out from the F. P. Shumway Agency. The contracts are for ten inches two times a week for three months in the spring and three months in the fall.

J. A. & W. Bird are using a large list of agricultural mediums for the Rex-Flint-Kote Roofing. Contracts are placed by the Geo. Batten Agency of New York.

The H. B. Humphrey Company is placing large financial copy in many cities for Richard J. Burton & Co., stock brokers, at 22 Congress Square.

The Walpole Rubber Company has put a new hot water bottle on the market, called the Fusible Core. An advertising appropriation has been made, and copy is appearing in many general mediums. The account is handled by Mr. Greenleaf, of Wood, Putnam & Wood.

PHILADELPHIA NOTES.

The Percival K. Frowert Agency is putting out magazine copy for the large department store of Strawbridge & Clothier in quarter pages, using for the present the *Saturday Evening Post* in advertising special book inducements. The campaign is to be extended to other mediums.

Attractive seaside real estate copy is being published in the Philadelphia newspapers for Wildwood Crest and Holly Beach on the Jersey coast, and is being furnished by the E. Everett Smith Agency. They are also advertising local real estate at Cynwyd.

The Clark Agency is placing newspaper copy for the Cummings Shoe Company. This agency is also doing real estate advertising for Stone Harbor, N. J., in the newspapers.

Real estate copy is again going out this year for Beach Haven, N. J., from the Foley Agency, which is also advertising Ocean City.

A novelty in the way of newspaper millinery advertising is being put out for the well-known firm of George W. Allen, of this city, by Walt McDougal, the famous newspaper cartoonist. McDougal is drawing pictures of hats "as they really are," and in the hands of this skilled workman the results are more than ordinarily pleasing. The copy is appearing exclusively in the *Public Ledger*, which has made a 10,000-line contract with this firm.

N. W. Ayer & Son are running a campaign in Philadelphia newspapers on "Purock" water. The appeal is made direct to the home and the advertisement carries a keyed coupon. It is reported to be bringing splendid results.

The Philadelphia Press is using large space in its own columns and in one evening newspaper telling of its circulation gains during March. It announces that it is not using any premium schemes to boost circulation.

Most of the Philadelphia dailies are hustling to duplicate the *North American*'s recent successful piano coupon contest. The *Inquirer* is giving away \$1,000 in prizes to coupon collectors; the *Ledger* and *Telegraph* are running baseball outfit contests; the *Telegraph* is also giving away petticoats; the *Times* offers chafing dishes and other prizes for answers to household questions, and the *Bulletin* is conducting a weekly want illustration contest for cash prizes.

Edmund D. Cook, president of the Trenton Chamber of Commerce, director, secretary and treasurer of the Cook Linoleum Company, of Trenton, N. J., for which he directed the advertising business, met a tragic end on Monday, when he was killed by being thrown from a new saddle horse which he was riding. Mr. Cook was vice-president of the Mercer Trust Company, and was connected with the Hamilton Rubber Company, the Stand-

ard Inland Manufacturing Company and several other firms.

The N. W. Ayer Agency is sending out copy for an extensive magazine campaign for the Frank P. Held Cap Company, makers of men's caps.

Magazine orders for "Name-On" umbrellas, made by the William H. Beehler Company, of Baltimore, are going out from the Ireland Agency.

Magazine renewals for the campaign of the Spencer Heater Company, of Scranton, Pa., are going out from the Herbert M. Morris Agency.

The Benjamin Advertising Agency has just closed a contract with the First Mortgage Guarantee and Trust Company, of this city, of which Leslie M. Shaw, former secretary of the United States Treasury, is president, to conduct an extensive advertising campaign by mail. This is a new departure in the way of banking advertising, and the Benjamin Agency proposes to do it through the media of high-class magazines. The Benjamin Agency reports a rapidly growing line of business and is planning to enlarge its forces.

ST. LOUIS—KANSAS CITY NOTES.

The Southern Texas Truck Growers' Association, of San Antonio, Tex., has begun a campaign in daily newspapers in St. Louis and Chicago, advertising "Toga" Onions. Nelson Chesman & Co., St. Louis, are placing orders for 450-line display copy.

The Gardner Advertising Agency, St. Louis, is putting out orders for the Wolfe's Photo Postal, in a list of mail order papers and the *Saturday Evening Post* for April and May. Small copy is being used.

The National Toilet Company, Paris, Tenn., is making renewal contracts through Nelson Chesman & Co.'s St. Louis office in Southern dailies for "Nadinola."

The Everglade Land Sales Company, Chicago, is using full-page copy in the Chicago *Examiner* on an experimental campaign for Florida lands. The advertising is being placed by H. W. Kastor & Sons, St. Louis, Mo.

Nelson Chesman & Co., St. Louis, are renewing yearly contracts in agricultural papers for the Loomis Machine Company, Tiffin, Ohio.

The F. A. Gray Advertising Company, Kansas City, is putting out orders for the Kansas City Automobile School, in a list of weeklies in the West. Fourteen-line display copy is being used.

H. W. Kastor & Sons' Kansas City office is placing additional orders for the Grand Pants Company, same city, in farm papers published in the West and Southwest. Sixty-line display copy is being used.

The full-page copy of the Board of Land Commissioners, Kansas City, Mo., in the Sunday editions of metropolitan dailies is being placed by the Horn-Baker Advertising Company, same city.

The Ft. Smith Commercial Club, Ft. Smith, Ark., has begun its campaign for exploiting the manufacturing and industrial advantages of the city and adjacent territory. Four hundred and twenty-line display copy is being used in the Sunday editions of dailies in the larger cities in the South and West. The account is being handled by the St. Louis office of Chas. H. Fuller.

The Gray Realty Company, Kansas City, Mo., is using full-page copy in April issues of mail order papers published in the West, advertising Texas lands. The F. A. Gray Agency, Kansas City, is placing the advertising.

The D'Arcy Advertising Company, St. Louis, is placing the advertising for the publishers of the *Sporting News* in metropolitan dailies throughout the country. One hundred and eighty-line display copy for one insertion has gone out.

Chas. H. Fuller's St. Louis office is using a select list of high-class agricultural papers published in the West for John Kraft, St. Louis, Mo., on a campaign for selling harness direct to consumers. One hundred-line display copy is being used.

The Schlitz Brewing Company, Milwaukee, will begin a big outdoor campaign in St. Louis and East St. Louis in April, using billboards in the two cities. The appropriation, amounting to about \$7,000, will be handled by the St. Louis Bill Posting Company.

The Federal Gum Company has begun a six months' outdoor campaign on billboards in St. Louis and East St. Louis, advertising "Wild Mint" Gum. An appropriation of \$4,000 has been made to cover these two cities. The St. Louis Bill Posting Company is handling the campaign.

Mr. Harry B. Lasher, for many years one of the leading advertising solicitors on the Philadelphia *Inquirer*, has withdrawn from that field of activity to go into the hotel business, in which he has also had considerable experience, one of his chief lines of work having been among the resort hotels of the East. He was also widely known in the automobile trade.

MISSED NO ISSUE FOR 15 YEARS.

MURPHY VARNISH COMPANY,
NEWARK, April 19, 1909.

Editor of Printers' Ink:

Please change my address from 916 South Fiftieth street, Philadelphia, to 6128 Ross street, Germantown.

I do not want to miss an issue—have not done so for fifteen years.

CHAS. W. KESSER.

The
PACIFIC
MONTHLY

has developed the largest following in the Rocky Mountain and Pacific Coast States ever secured by any Western magazine. It reaches an influential class of readers, who are loyal to it because it is filled from cover to cover with the Spirit of the West.

It is bright and up-to-date and its literature and art are of the highest character and compare most favorably with any magazine.

If you want to share in the prosperity of the Far West—if you want the people there to know about the things you have to sell—if you are anxious to increase your trade there, then add the PACIFIC MONTHLY to your list. It will produce for you. More than 300 *National advertisers* during 1908 found the PACIFIC MONTHLY to be the one magazine in the United States which could give the right kind of publicity in that section of the country.

RATES: One page, \$130.00. 58 cents per agate line.

CIRCULATION, 127,500 per MONTH. 85 per cent West of the Mississippi River.

Detailed statement sent upon request. Address nearest office.

THE PACIFIC MONTHLY CO.,

Portland, Oregon

ALBERT M. THORNTON
 Manager Department of the East
 1135 Broadway, N. Y.

GRAHAM C. PATTERSON
 Manager Department of the Middle West
 337-338 Marquette Bldg., Chicago, Ill.

Branch Offices in Seattle, San Francisco and Los Angeles

25 MILLIONS

THAT is the number of enterprising people who inhabit the territory west of St. Paul and north of San Francisco covered by NORTH-WEST FARM AND HOME published at NORTH-YAKIMA, WASH., with headquarters from April 15th to October 16th in a special booth provided for that magazine at the

World's Fair, Seattle, Wash.,

where at least THREE MILLION copies will be given away to visitors from all parts of the world. This will be done by the aid of the Six Great Trans-continental Railway Companies and the hundreds of steamship owners that will take the people to Seattle.

ALL COMMERCIAL BODIES

Real estate dealers and the leading advertisers in the principal magazines of America are presented this year with the very best medium through which to reach the general public from the Atlantic to the Pacific.

OLDEST DESCRIPTIVE AND AGRICULTURAL MAGAZINE

in the World and its Battery of the most Improved Presses that money can buy, is running night and day and the mailing is going on all the time. The proprietors are the owners of a patent which enables them to print your advertisement in every

COLOR TINT AND HUE

at one stroke of the press and this is done without extra cost to the advertiser. The effect from this color work is equal to that of any chromo lithograph. Our prices are only about one-third the figures charged for advertising space in magazines of less circulation; and our pages are nearly

SIX TIMES AS LARGE

as those of the average large Eastern Magazine. Our pages are nine by fourteen inches type measure with a white margin all around of one inch, making the pages 11 x 16 inches. Write for rate card and sample copies today and get the benefit of SPECIAL SIX MONTHS RATES. Address all communications and cuts to

**Northwest Farm and Home,
North Yakima, Washington**

In One Month
Four Weekly Issues
April 1909

We printed paid advertising equivalent to
211 Magazine Pages

The Literary Digest

Circulation 206,500
Rate \$1.00 per line



Yesterday and Today

Do you compare the present condition of your business with its condition of a year ago?

And, if you do not so compare a business with which you **have** been intimately and closely connected, should you so compare a business with which you **have not** been intimately and closely connected?

"The Delineator of Today" can hardly be compared with "The Delineator of Yesterday."

"The Delineator" improves constantly, keeping pace with developments in fashions, art, literature and printing in all their various branches.

The April issue of "The Delineator"—first with new double-size pages—resulted in a demand from news-dealers and dry-goods merchants which necessitated the printing of a second edition and increased the circulation over One Hundred and Fifty Thousand copies.

W. H. Black

Manager of Advertising
Butterick Building
New York City

F. H. RALSTON, Western Adv. Mgr., First Nat'l Bank Bldg., Chicago, Ill.

Ask Our Advertisers